



# 2021

2021

## NATIONAL COMMUNITY SURVEY RESULTS

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[gilbertaz.gov/residentsurvey](https://gilbertaz.gov/residentsurvey)





# EXECUTIVE SUMMARY

The following summary is intended to provide a brief synopsis of the data presented in the National Community Survey (NCS), completed in spring 2021 by the National Research Center (NRC) and Polco. The resident survey was commissioned by Gilbert and sought to gather data on the livability of Gilbert, reflected by the attitudes, behaviors, and beliefs of our residents.

The following highlights how Gilbert ranks on a national scale, how Gilbert benchmarks with peer communities, a comparison of Gilbert's northern and southern residents, and any changes since the 2019 survey. The margin of error around any reported percentage is 5% for all respondents and the level of confidence is 95%.

For detailed information and data, view the full report at: [gilbertaz.gov/residentsurvey](https://gilbertaz.gov/residentsurvey)

The NCS captures residents' opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

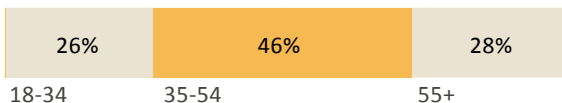
# WHO TOOK THE SURVEY?

## DEMOGRAPHICS

The report provides the opinions of a representative sample of 350 residents of the Town of Gilbert collected from March 26, 2021 to May 14, 2021. The margin of error around any reported percentage is 5% for all respondents and the response rate for the 2021 survey was 13%.

Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Gilbert, per the 2010 Census and 2017 American Community Survey estimates.

### Age



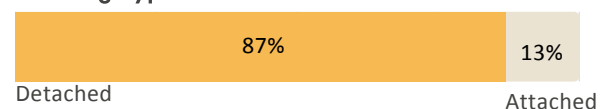
### Area



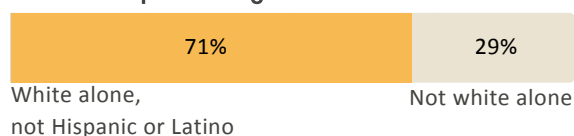
### Sex



### Housing Type



### Race & Hispanic Origin

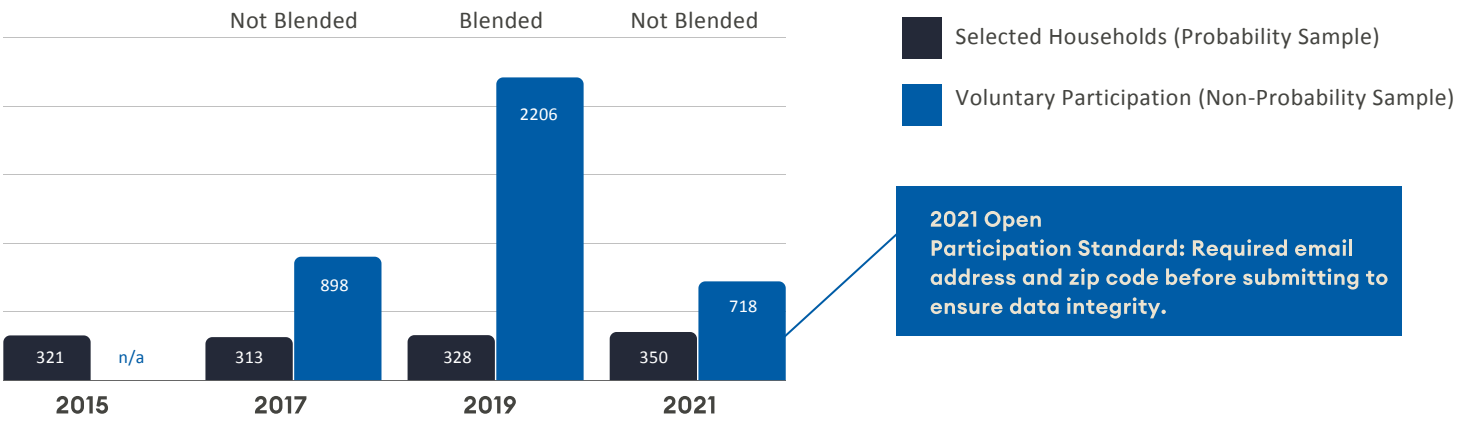


### Housing Tenure



# PROBABILITY VS. NON-PROBABILITY SURVEYS

Unlike 2019, the probability and non-probability results are not blended together in the 2021 report.



Had the surveys been blended in 2021, results would have stayed consistent for most survey items. The items listed in the table below are the areas where changes in responses, demographics, and civic engagement would have existed between the probability and non-probability surveys if results were blended.

## Selected (Probability) Households

### Surveys rated more positively

- Overall quality of natural environment in Gilbert
- Well-planned commercial growth
- Preservation of the historical or cultural character of the community
- Overall quality of new development in Gilbert
- Bus or transit service
- Land use, planning, and zoning
- Overall confidence in ABC government
- Generally acting in the best interest of the community
- Treating all residents fairly
- Custom Question: if planning to relocate, better housing is more important as an issue

### Participation rates

- More participation from males and people of color

## Voluntary (Non-Probability) Participation

### Surveys rated more positively

- (Importance) Overall design or layout of ABC’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)

### Participation rates

- More participation from younger respondents
- Tended to be more civically engaged
- More likely to share opinions online



## ADDITIONAL CHANGES TO THE 2021 SURVEY

Polco/NRC made a number of changes to the survey since 2019 in order to keep The NCS a relevant and useful tool. For example, they have added several items related to public trust and equity and inclusion; and rather than asking about landlines, they now ask more relevant questions about internet and social media usage. See the full list below.

Despite these changes, the majority of the communities' trends remained the same as the vast majority of survey questions are similar.

### (+) Questions Added

- Management/governance of ABC by staff and elected officials
- Utility infrastructure (including, water, sewer, stormwater and electric/gas)
- Recreation opportunities (availability of indoor and outdoor facilities, activities and events)
- Cultural opportunities (music, theatre and arts facilities, activities and events)
- Residents' engagement with and connection to their community
- Well planned residential growth
- Well planned commercial growth
- Desirable well designed neighborhoods
- Preservation of the character of the community
- All residents feel welcome
- People from diverse backgrounds are attracted to this community
- Residents from diverse backgrounds are valued and respected
- Vulnerable residents are taken care of (elderly, disabled, homeless, etc.)
- Variety of business and service establishments in ABC
- Voted in your most recent local election
- Affordable high-speed internet access
- Water resources (beaches, lakes, ponds, riverways, etc.)
- Community support for the Arts
- Being open and transparent to the public
- Informing residents about issues facing the community
- Management/governance of ABC by staff and elected officials
- Utility infrastructure (including, water, sewer, stormwater and electric/gas)
- Recreation opportunities (availability of indoor and outdoor facilities, activities and events)
- Cultural opportunities (music, theatre and arts facilities, activities and events)
- Residents' engagement with and connection to their community
- The overall quality of the transportation system in ABC / (was Overall ease of getting to the places you usually have to visit)
- The overall design or layout of ABC's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) / (was Overall "built environment" of ABC (including overall design, buildings, parks and transportation systems)
- Overall opportunities for education, culture and the arts in ABC / (was Overall opportunities for education and enrichment)

### (-) Questions Removed

- Recycle at home
- Purchase goods or services from a business located in ABC
- Eat at least 5 portions of fruits and vegetables a day
- Participate in moderate or vigorous physical activity
- Read or watch local news (via television, paper, computer, etc.)
- What is your employment status?
- Do you work inside the boundaries of ABC?
- Do you consider a cell phone or landline your primary telephone number?
- Opportunities to participate in religious or spiritual events and activities
- Made efforts to conserve water
- Made efforts to make your home more energy efficient
- Observed a code violation or other hazard in ABC (weeds, abandoned buildings, etc.)
- Household member was a victim of a crime in ABC
- Reported a crime to the police in ABC
- Stocked supplies in preparation for an emergency
- Used ABC recreation centers or their services
- Visited a neighborhood park or XYZ park
- Used ABC public libraries or their services
- Participated in religious or spiritual activities in ABC
- Attended a XYZ-sponsored event
- Participated in a club
- Talked to or visited with your immediate neighbors
- Done a favor for a neighbor
- Cable television

# NATIONAL AND PEER COMMUNITY BENCHMARKS

## NATIONAL BENCHMARK

Gilbert ranked higher or much higher in 40 (27%) categories compared to the national benchmark, which contains surveys from over 600 communities.



## PEER COMMUNITY BENCHMARK

Gilbert ranked higher or much higher in 61 (41.5%) categories compared to those from other major communities in Maricopa County and those with populations ranging from 150,000-450,000.



Being rated as “higher” or “lower” than the benchmark means that Gilbert's average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Gilbert's average rating was more than 20 points different when compared to the benchmark.

## National Rankings

Gilbert ranked in the top 3 or "Much Higher" in 8 (5%) categories among national communities where a similar question was asked.

### Much Higher

- Vibrancy of downtown (Heritage District)
- Shopping Opportunities

### Top Rankings

- #1: Feeling safe from fire, flood, or other natural disaster
- #1: Sidewalk maintenance
- #2: Number of times accessing the internet from a home computer, laptop, etc.
- #2: Number of times using or checking email
- #3: Number of times accessing the internet from a cell phone
- #3: Overall quality of business and service establishments in Gilbert

Gilbert ranked "Lower" in 4 (3%) categories among national communities where a similar question was asked.

### Lower

Please rate how important, if at all, you think it is for the Gilbert community to focus on each of the following in the coming two years:

- Residents' connection and engagement with their community
- Overall health and wellness opportunities in Gilbert
- Number of times in the past 12 months: Used bus, rail, subway, or other public transportation instead of driving
- Rate the following: Ease of travel by public transportation in Gilbert

## Peer Community Rankings

Gilbert ranked #1 or "Much Higher" in 27 (18%) categories among peer communities where a similar question was asked.

### Much Higher

- #1: Gilbert as a place to raise children
- #1: Overall economic health of Gilbert
- #1: Vibrancy of downtown (Heritage District)
- #1: Street lighting
- #1: Sidewalk maintenance
- Overall quality of business and service establishments in Gilbert
- Overall image or reputation of Gilbert
- Cleanliness of Gilbert

### Top Rankings

- #1: Gilbert as a place to live
- #1: The overall quality of life in Gilbert
- #1: Sense of community
- #1: Overall quality of the utility infrastructure in Gilbert
- #1: Feeling of safety from violent crime
- #1: Feeling of safety from fire, flood, or other natural disasters
- #1: Ease of public parking
- #1: Ease of travel by car in Gilbert
- #1: Availability of affordable quality food
- #1: Voted in your most recent local election
- #1: Traffic signal timing
- #1: Code enforcement (weeds, abandoned buildings, etc.)
- #1: Access the internet from your home using a computer, laptop
- #1: Garbage collection
- #1: Utility billing
- #1: Feeling of safety from property crime
- #1: Access the internet from your cell phone
- #1: Use or check email
- #1: Rate your overall health

Gilbert ranked "Lower" in 2 (1%) categories among peer communities where a similar question was asked.

### Lower

- Number of times in the past 12 months: Used bus, rail, subway, or other public transportation instead of driving
- In general, how many times do you: Share your opinions online



# COMMUNITY HIGHLIGHTS

## FACETS OF A COMMUNITY

Below are the top highlights from the ten central facets of a community:

- Gilbert residents enjoy a high quality of life.
- Residents praise Gilbert's economy.
- Community members feel safe in Gilbert.
- While most facets of mobility perform exceptionally in Gilbert, public transportation is an area of opportunity in the community.

The chart below show the proportion of residents who rated the community facets positively for quality.

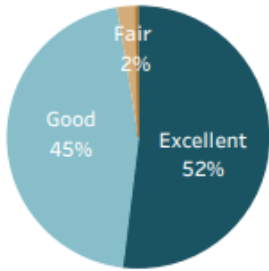


# OVERALL RATINGS

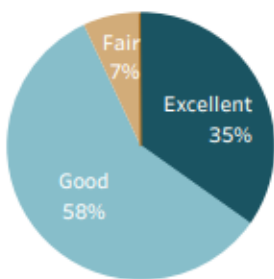
Below are the percent positive frequencies for the overall ratings of each report. All overall categories listed below rated similarly or higher than the national benchmark.

National Benchmark Comparison: Higher, Similar

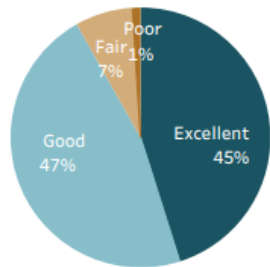
Quality of Life (97%)



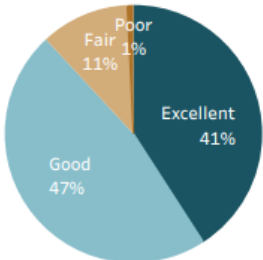
Economic Health (93%)



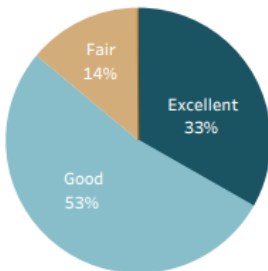
Safety (92%)



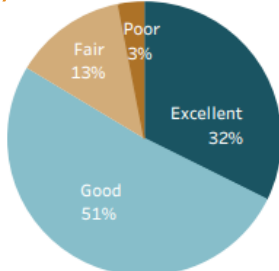
Parks and Recreation Opportunities (88%)



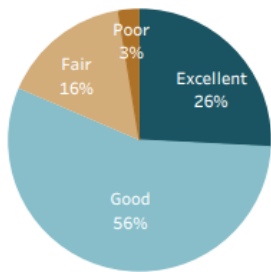
Utility Infrastructure (86%)



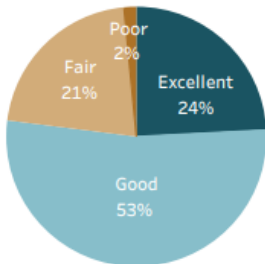
Health and Wellness Opportunities (84%)



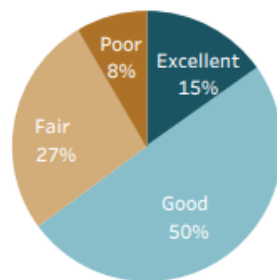
Natural Environment (81%)



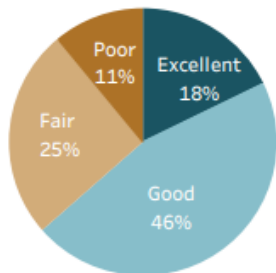
Design of Residential and Commercial Areas (77%)



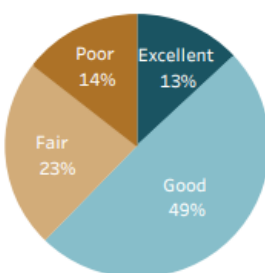
Connection and Engagement (65%)



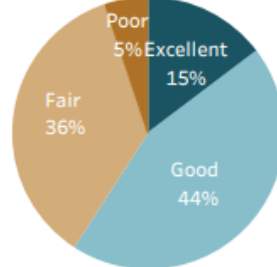
Confidence in Government (64%)



Transportation System (62%)



Education, Culture and the Arts (59%)



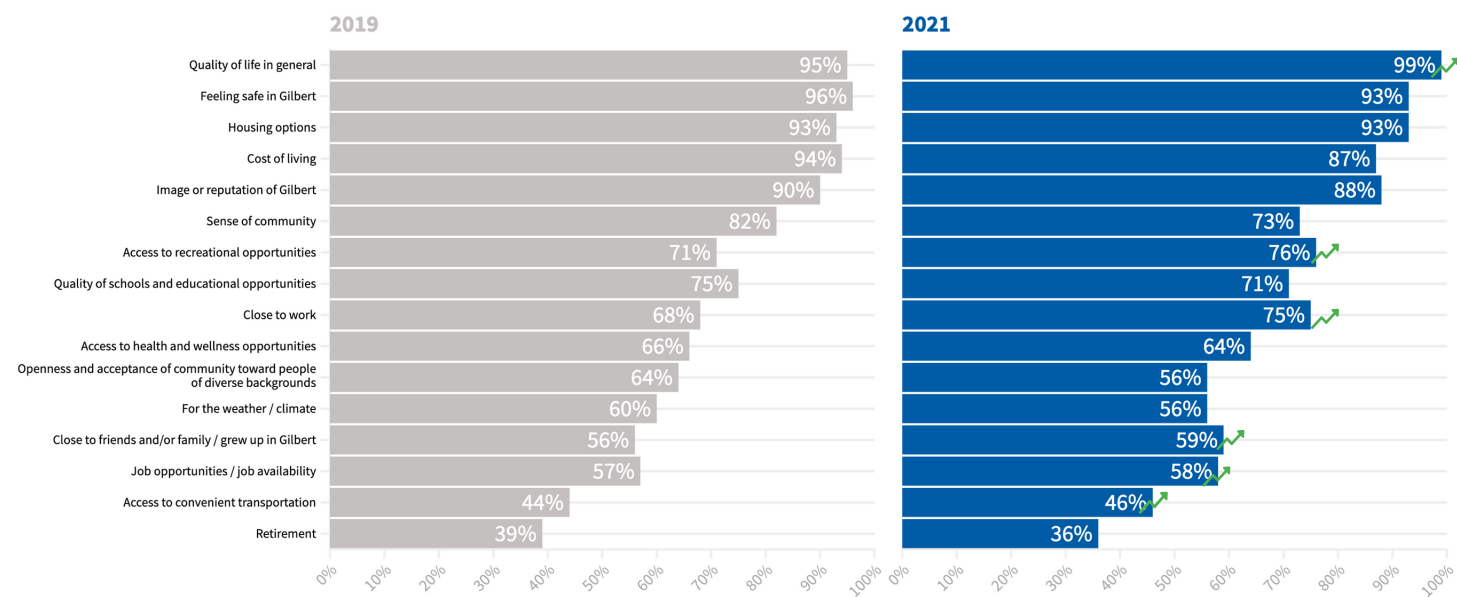


# CUSTOM QUESTIONS

Below are the percent positive frequencies for the custom questions from 2021 compared to 2019.

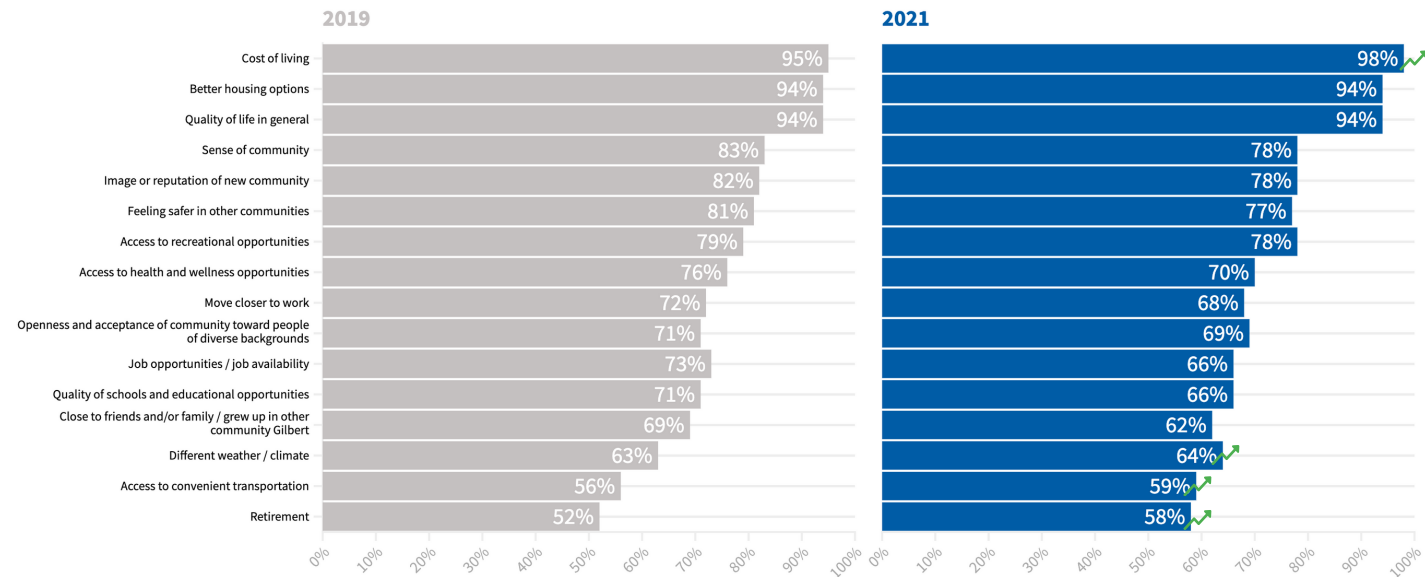
## Reasons to live in Gilbert:

The top three rated reasons residents rated for living in Gilbert were quality of life in general, housing options and feeling safe in Gilbert



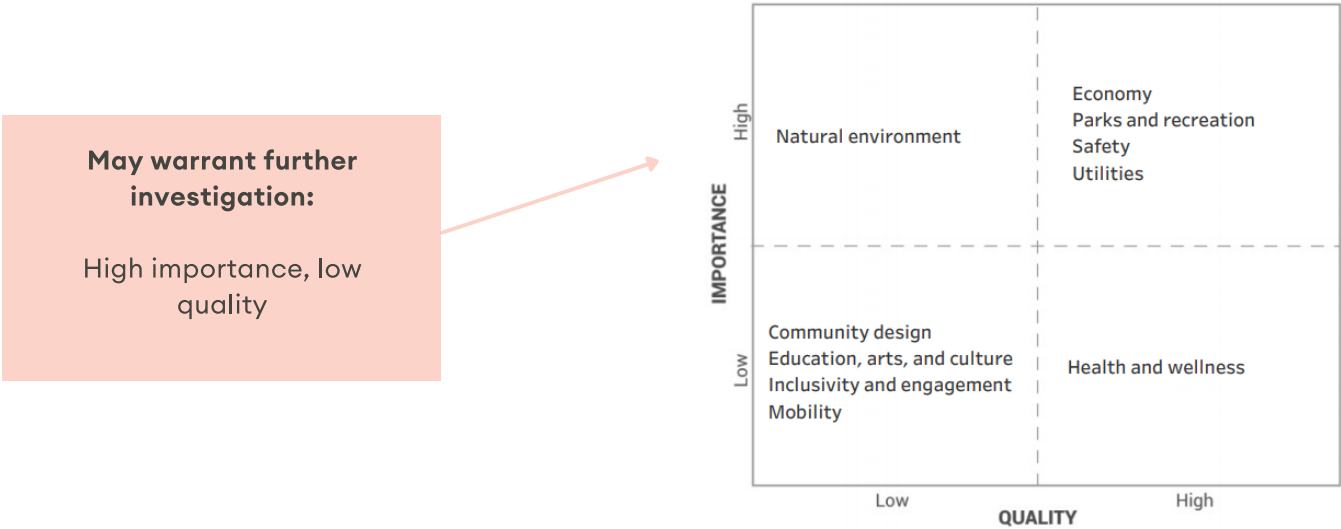
## Reasons to relocate from Gilbert:

The top three rated reasons residents said they would relocate from Gilbert were cost of living, quality of life in general, and better housing options.



# BALANCING PERFORMANCE AND IMPORTANCE

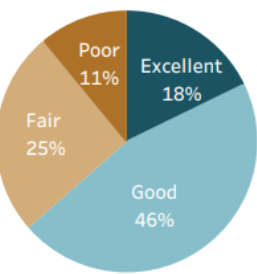
The quadrants in the figure show which community facets were given higher or lower importance ratings (up-down) and which had higher or lower quality ratings (right-left). Services categorized as higher in importance and lower in quality may warrant further investigation to see if changes to their delivery are necessary.



# GOVERNANCE AND ENGAGEMENT

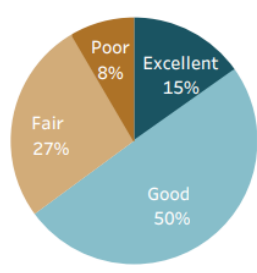
Residents rated their overall confidence in Gilbert's government 64% positively. The value of services for the taxes paid to Gilbert rated higher than the national benchmark at 69%.

Overall confidence in Gilbert government, 2021

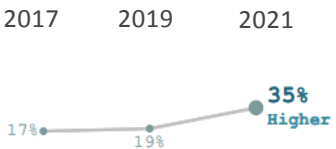


Residents rated their connection and engagement with the community 65% positively. In the past 12 months, resident participation levels rated higher than the national benchmark in the following two areas:

Residents' connection and engagement with their community, 2021



Watched (online) a local public meeting

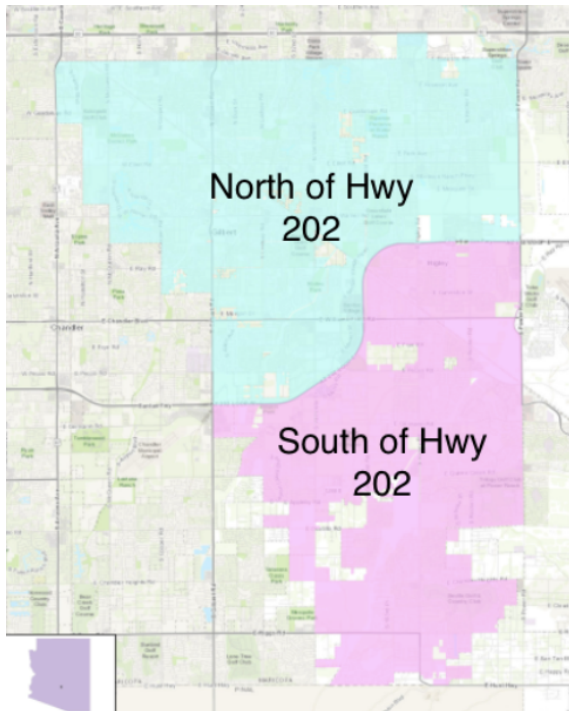


Voted in your most recent local election



## GEOGRAPHIC

28 categories (19%) had a statistically significant difference (11%) between the respondents north and south of SanTan Freeway.



### North (rated more positivity)

- Overall quality of natural environment in Gilbert
- Overall quality of new development in Gilbert
- Walked or biked instead of driving
- Influence to live in Gilbert: Close to work
- Planning to relocate: Move closer to work

### South (rated more positivity)

- Sense of Community
- Overall opportunities for education, culture, and the arts
- Residents' connection and engagement with their community
- Feeling safe from property crime
- Making all residents feel welcome
- Attracting people from diverse backgrounds
- valuing/respecting residents from diverse backgrounds
- Taking care of vulnerable residents
- K-12 education
- Adult education opportunities
- Utility billing
- Fire prevention and education
- Town parks
- Gilbert government generally acting in the best interest of the community
- Quality of services provided by the Town of Gilbert
- Focus: Overall design or layout of gilbert's residential and commercial areas
- Overall health and wellness opportunities in Gilbert
- Influence to live in Gilbert: Access to convenient transportation
- Planning to relocate: Sense of community
- Planning to relocate: Access to health and wellness opportunities
- Planning to relocate: Access to recreational opportunities
- Planning to relocate: Retirement
- Rate your overall health

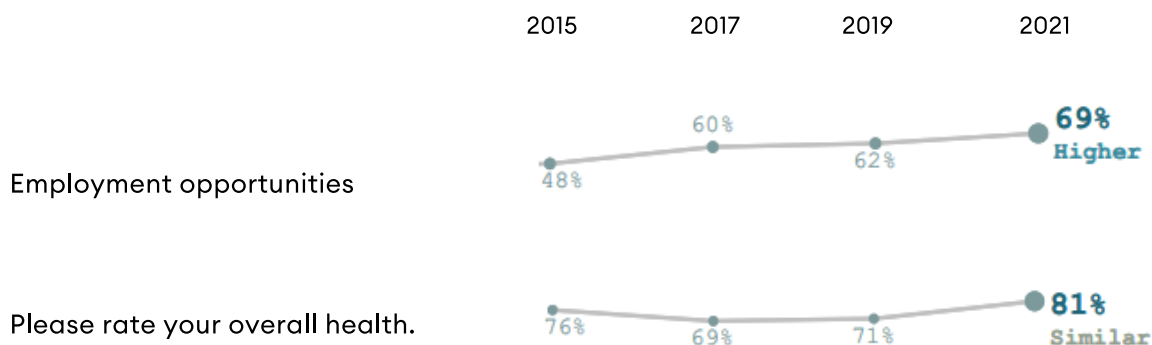
# TRENDS

## 2019 VS 2021

This table contains the trends over time for the Town of Gilbert. It is important to note that in 2020, the NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

If the difference between the 2019 and 2021 surveys is greater than seven percentage points, the change is statistically significant. Below are the categories greater than or equal to seven percentage points between 2019 and 2021.

### Increase in Rating



## Ratings 2019 vs. 2021

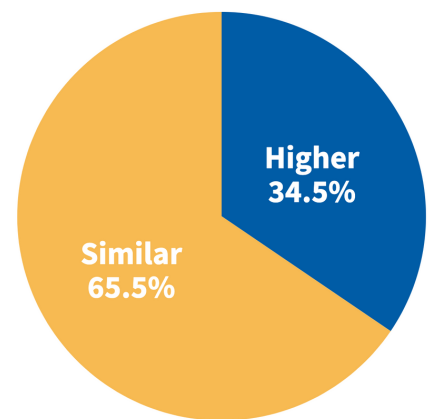
In each report, we highlight categories that have decreased over time to identify areas of opportunity in the community. If the difference between the 2019 and 2021 surveys is greater than seven percentage points, the change is statistically significant.

## Gilbert still ranked higher or similar than peer communities even though these categories decreased from 2019 to 2021

Below are the categories that decreased in rating, but ranks higher than the peer benchmark ratings:

- Sense of community (Gilbert ranks #1 positively)
- The value of services for the taxes paid to Gilbert (Gilbert ranks #2)
- Being honest (Gilbert ranks #3)
- Overall confidence in Gilbert government (Gilbert ranks #3)
- Variety of housing options
- Availability of affordable quality childcare/preschool
- Availability of affordable quality health care
- Ease of travel by bicycle in Gilbert
- K-12 education
- Overall quality of new development in Gilbert

Peer Benchmark Rankings



## Decreases are also similar to national trends post-pandemic.

National trends show the largest drop in ratings include growth and economic impacts to family income. Residents also gave more positive assessments to outdoor amenities and appreciation of the arts.

See the full analysis in the Post-COVID Assessment document.

## Largest decreases in Gilbert post-pandemic.

- Overall opportunities for education, culture, and the arts
- Recycling
- The overall direction that Gilbert is taking
- Focus next 2 years: Residents' connection and engagement with their community
- Cost of living in Gilbert

**Even though these areas decreased, they're still higher than most of our peers who saw decreases in many of these areas as well.**





# SUMMARY

## GILBERT RANKS HIGHLY COMPARED TO NATIONAL AND PEER BENCHMARKS

Even during unprecedented times (survey administered from March through May 2021), Gilbert received ratings higher than the national and custom benchmarks in categories such as the economy, quality of life, and safety. The overall image or reputation of Gilbert also received exceptional marks from 91% of community members.

## POTENTIAL FOCUS AREAS

**While most facets of mobility perform exceptionally in Gilbert, public transportation is an area of opportunity in the community.**

About two-thirds of residents positively evaluated the overall quality of the transportation system in Gilbert, traffic flow on major streets, ease of travel by bicycle, and traffic signal timing; all items were on par with ratings from previous survey years. However, less than one-quarter of respondents positively rated the ease of public transportation in Gilbert, a score that was lower than the national benchmark and decreased from the 2019 survey.

**Residents rated the natural environment of high importance, but low quality in Gilbert.**

The natural environment was the only community facet rated high importance and low quality (see page 10). Services were classified as “more important” if they were rated as essential or very important by 78% or more of respondents. Services receiving quality ratings lower than 82% were considered to be of “lower quality.” Services categorized as higher in importance and lower in quality may warrant further investigation to see if changes to their delivery are necessary.

# **Gilbert, AZ**

## **The National Community Survey**

Report of Results  
2021

**Report by:**



**Visit us online!**  
[www.polco.us](http://www.polco.us)

## About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Gilbert. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts at Polco’s National Research Center.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 350 residents of the Town of Gilbert collected from March 26, 2021 to May 14, 2021. The margin of error around any reported percentage is 5% for all respondents and the response rate for the 2021 survey was 13%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Gilbert.



## How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

## Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Gilbert’s results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark, meaning that the average rating given by Gilbert residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Gilbert’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Gilbert’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your Town’s 2021 ratings compare to other communities’ ratings from the past five years.

## Trends over time

Trend data for Gilbert represent important comparison data and should be examined for improvements or declines\*. Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than seven percentage points between the 2019 and 2021 surveys, the change is statistically significant.

\* In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

## Methods

### Selecting survey recipients

All households within the Town of Gilbert were eligible to participate in the survey. A list of all households within the zip codes serving Gilbert was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the Town of Gilbert households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the Town of Gilbert boundaries were removed from the list of potential households to survey. Each address identified as being within town boundaries was further identified as being within one of the two areas. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introduction of the survey.

### Conducting the survey

The 2,700 randomly selected households received mailings beginning on March 26, 2021 and the survey remained open for seven weeks. For 1,200 households, the first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. The final mailing contained a reminder letter, another survey, and a postage-paid return envelope. For the remaining 1,500 households, the first mailing was a postcard inviting the household to participate, followed one week later by a reminder postcard. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

About 1% of the 2,700 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,669 households that received the invitations to participate, 350 completed the survey, providing an overall response rate of 13%. The response rate was calculated using AAPOR’s response rate #2\* for mailed surveys of unnamed persons.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The margin of error for the Town of Gilbert survey is no greater than plus or minus five percentage points around any given percent reported for all respondents (350 completed surveys).

In addition to the randomly selected “probability sample” of households, a link to an online open participation survey was publicized by the Town of Gilbert. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and a question about where they heard about the survey. The open participation survey was open to all town residents and became available on April 30, 2021. The survey remained open for two weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.



## Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2010 Census and 2017 American Community Survey estimates for adults in the Town of Gilbert. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.\* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g.,...

		Unweighted	Weighted	Target*
Age	18-34	6%	26%	31%
	35-54	40%	46%	43%
	55+	54%	28%	26%
Area	North	56%	58%	58%
	South	44%	42%	42%
Hispanic origin	No, not Spanish, Hispanic, or Latino	93%	85%	85%
	Spanish, Hispanic, or Latino	7%	15%	15%
Housing tenure	Own	91%	72%	72%
	Rent	9%	28%	28%
Housing type	Attached	6%	13%	13%
	Detached	94%	87%	87%
Race & Hispanic origin	Not white alone	21%	29%	27%
	White alone, not Hispanic or Latino	79%	71%	73%
Sex	Female	55%	57%	52%
	Male	45%	43%	48%
Sex/age	Female 18-34	4%	18%	16%
	Female 35-54	24%	24%	22%
	Female 55+	26%	15%	14%
	Male 18-34	1%	7%	15%
	Male 35-54	16%	23%	21%
	Male 55+	28%	13%	12%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

## Contact

The Town of Gilbert funded this research. Please contact Melissa Cannon of the Town of Gilbert at [melissa.cannon@gilbertaz.gov](mailto:melissa.cannon@gilbertaz.gov) if you have any questions about the survey.

## Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

\* See AAPOR’s Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

\* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

\* Targets come from the 2010 Census and 2017 American Community Survey

## Highlights

### Gilbert residents enjoy a high quality of life.

Residents value the quality of life in Gilbert, with over 95% of respondents giving positive reviews to the town as a place to live and the overall quality of life in the community. About 9 in 10 respondents indicated they were either very likely or somewhat likely to remain in Gilbert for the next five years and recommend living in the town to someone who asks. The overall image or reputation of Gilbert also received exceptional marks from 91% of community members. All of the aforementioned items - except for remaining in Gilbert for the next five years - received ratings higher than the national and custom benchmarks and all items were on par with results from previous survey years.

In addition to the high indicators of the quality of life in Gilbert, residents were asked about how various factors influenced their choice to live in Gilbert. Nearly 8 in 10 respondents indicated the quality of life in general and feeling safe was a major influence on their choice to live in Gilbert, while more than 5 in 10 answered similarly for housing options (65%), image or reputation of the town (59%), quality of schools and educational opportunities (54%), and cost of living (51%). Other factors like access to recreational opportunities, proximity to work, proximity to friends and/or family, and sense of community were considered major influences by more than 3 in 10 respondents.

### Residents praise Gilbert's economy.

Gilbert's economy was an important and positively rated facet of the community. The vibrancy of downtown (Heritage District) and shopping opportunities in the town scored much higher than the national benchmarks with excellent or good ratings of 90% and 85%, respectively. The vibrancy of downtown also scored much higher than the custom benchmark while shopping opportunities scored higher than the custom benchmark. About 9 in 10 residents gave high marks to the overall economic health of Gilbert and the overall quality of business and service establishments, both of which were higher than the national benchmarks and much higher than the custom benchmarks. Gilbert as a place to work, the variety of the business and service establishments, employment opportunities, and economic development all performed exceptionally well and received above-average marks from community members. All items performed similarly to previous survey years.

### While most facets of mobility perform exceptionally in Gilbert, public transportation is an area of opportunity in the community.

At least 7 in 10 respondents gave excellent or good marks to street repair, street cleaning, street lighting, sidewalk maintenance, ease of travel by car, and ease of public parking in Gilbert, ratings that were higher than the national benchmarks and either higher or much higher than the custom benchmarks. In addition, the marks were on par with results from previous survey years.

About two-thirds of residents positively evaluated the overall quality of the transportation system in Gilbert, traffic flow on major streets, ease of travel by bicycle, and traffic signal timing; all items were on par with ratings from previous survey years. However, less than one-quarter of respondents positively rated the ease of public transportation in Gilbert, a score that was lower than the national benchmark and decreased from the 2019 survey. Similarly, fewer residents in Gilbert reported they used public transportation instead of driving in the last 12 months compared to residents in other communities across the country, with only 10% indicating they had done so. However, an important consideration when assessing rates of public transportation usage is the impact of the COVID-19 pandemic, which may have affected residents' willingness and need to use public transportation.

### Community members feel safe in Gilbert.

Residents feel safe in the community and gave high marks to public safety services. Over 90% of community members positively rated the overall feeling of safety in the city. In addition, at least 95% of residents indicated feeling either very safe or somewhat safe in their neighborhood during the day, in Gilbert's Heritage district during the day, and from fire, flood, or natural disasters, the latter scoring higher than the national benchmark. Respondents also feel either very safe or somewhat safe from property crime and violent crime, with at least 8 in 10 giving the items positive marks. Feeling safe in Gilbert's downtown district, from violent crime, and from fire, flood, or other natural disasters all scored higher than the custom benchmarks.

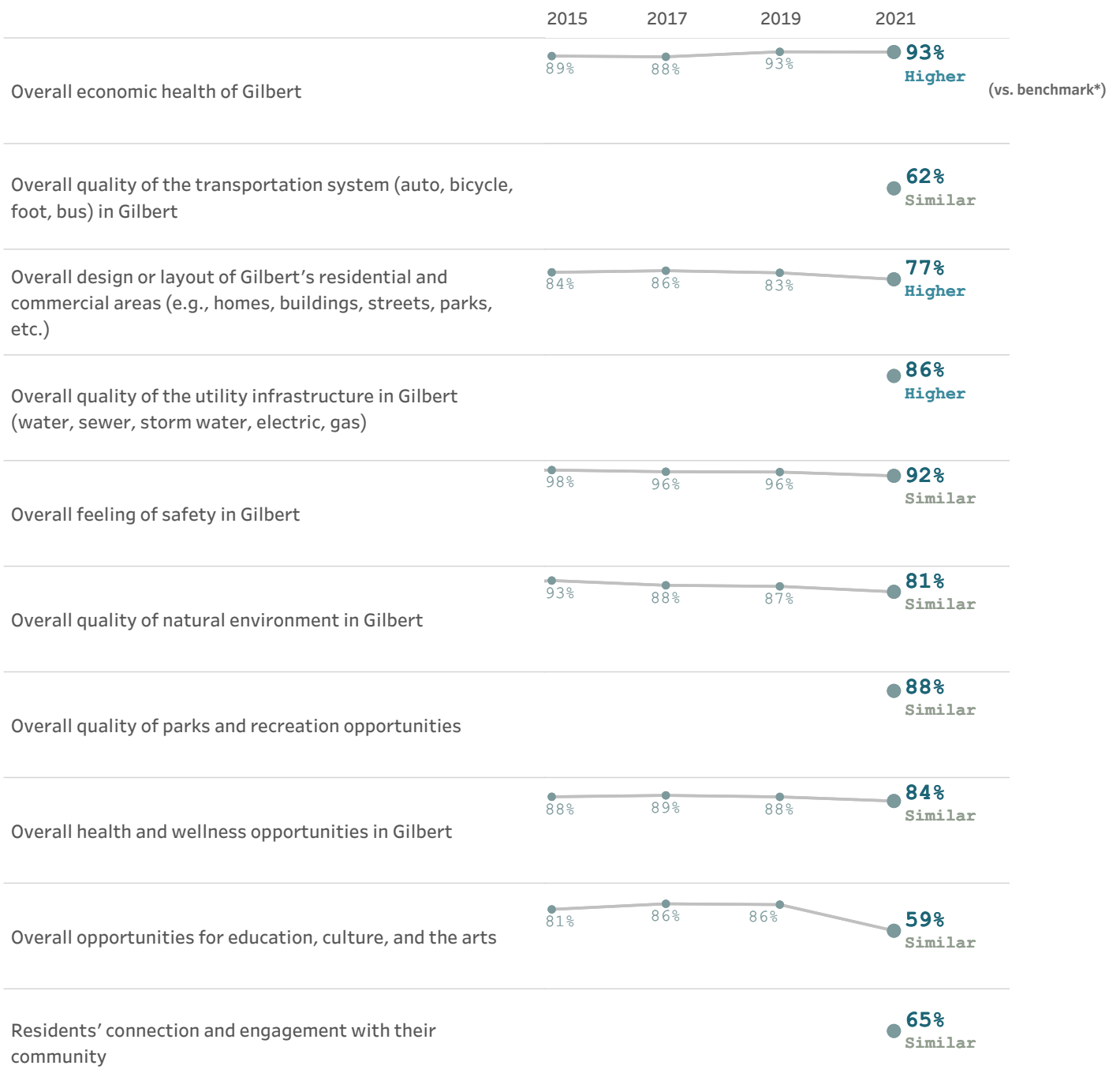
In addition to the excellent marks given to feeling safe in Gilbert, residents expressed appreciation for the safety services provided by the town. Fire services, ambulance or emergency services, police/sheriff services, animal control, crime prevention, and fire prevention and education were all rated either excellent or good by at least 8 in 10 residents. Additionally, crime prevention and animal control received marks that were higher than the national and custom benchmarks with ratings of 84% and 82%, respectively. All of the aforementioned items received similar marks to Gilbert's previous surveys.

## Facets of livability

Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation.

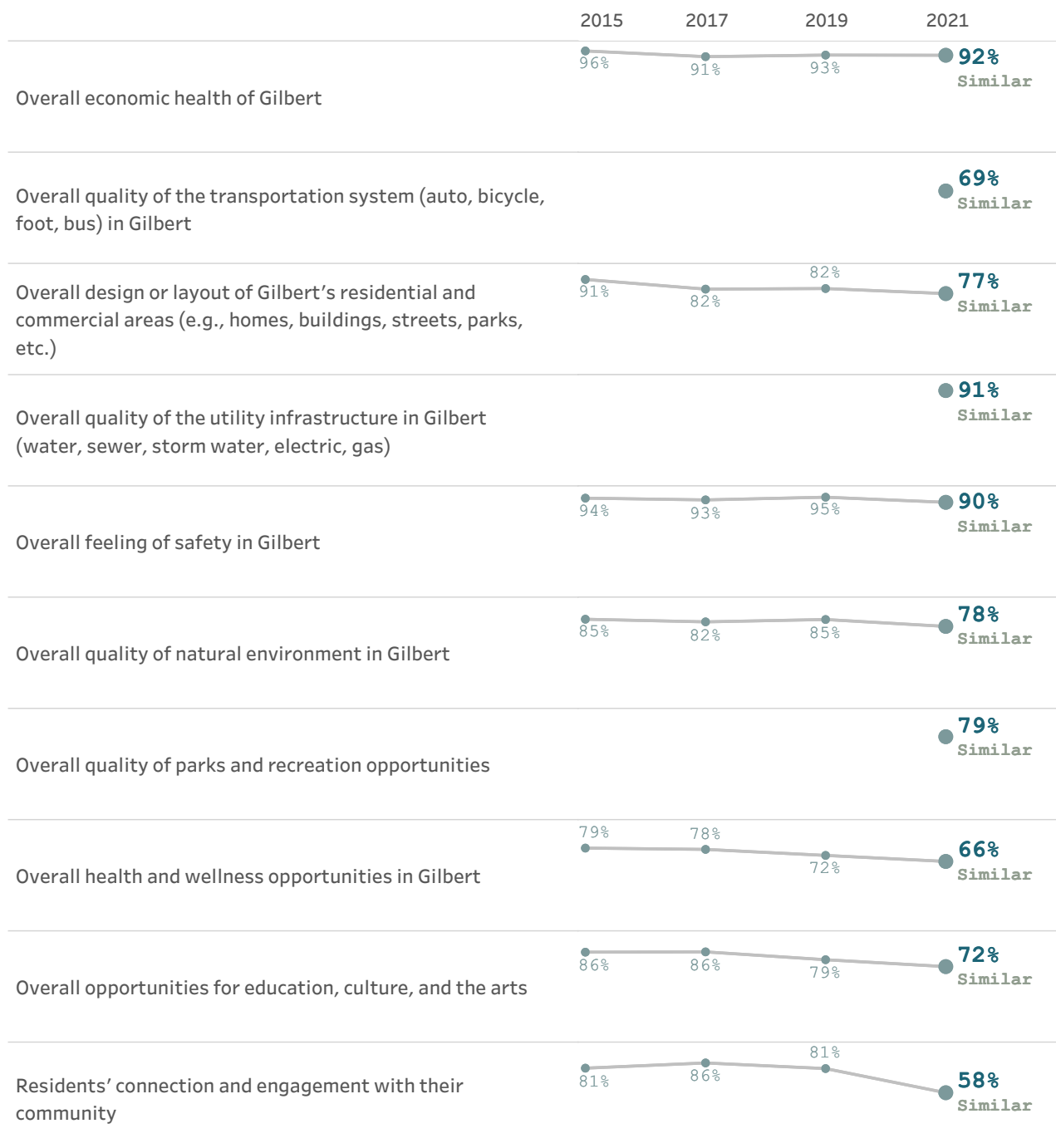
The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to Gilbert as a whole.  
(% excellent or good)



Please rate how important, if at all, you think it is for the Gilbert community to focus on each of the following in the coming two years.

(% essential or very important)



\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



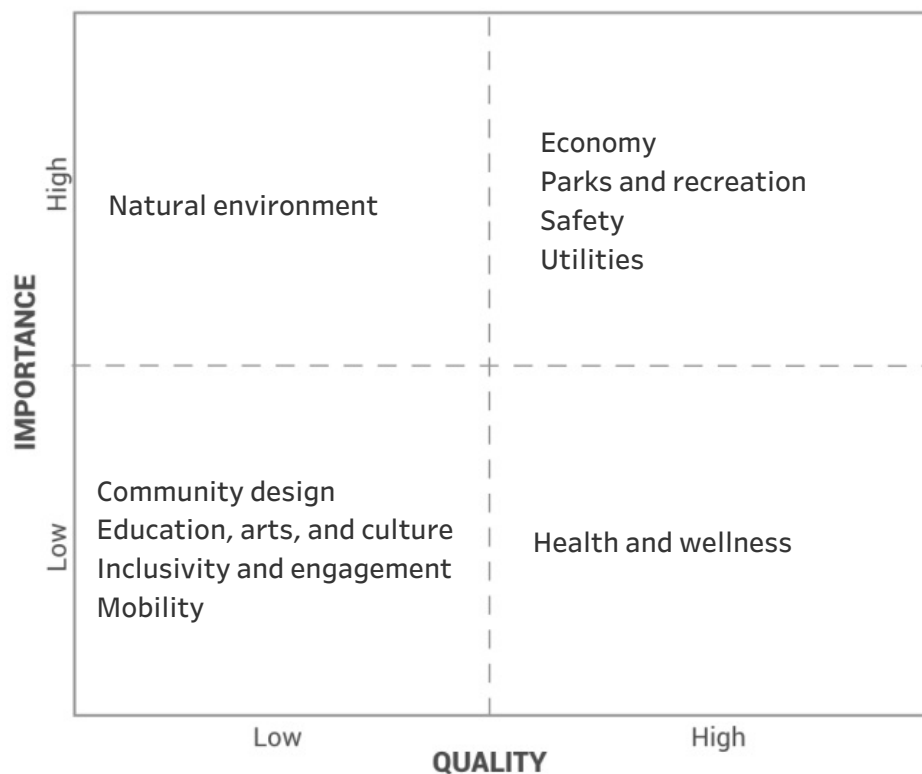
## Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

To help guide Town staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 82% or more of respondents were considered of “higher quality” and those with ratings lower than 82% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 78% or more of respondents. Services were rated as “less important” if they received a rating of less than 78%. This classification uses the median ratings for quality and importance to divide the services in half.

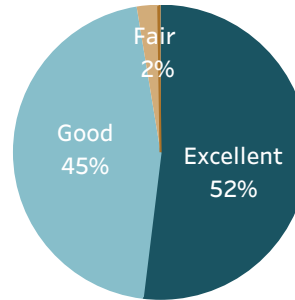
The quadrants in the figure below show which community facets were given higher or lower importance ratings (up-down) and which had higher or lower quality ratings (right-left). Services categorized as higher in importance and lower in quality may warrant further investigation to see if changes to their delivery are necessary.



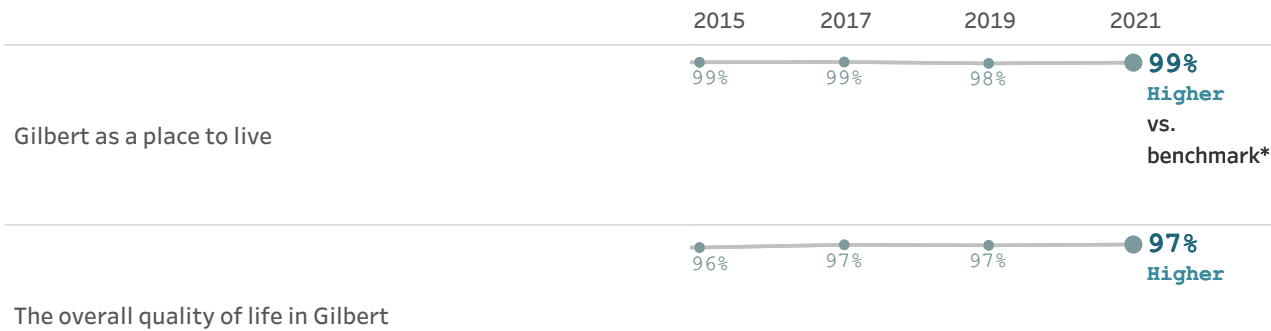
## Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

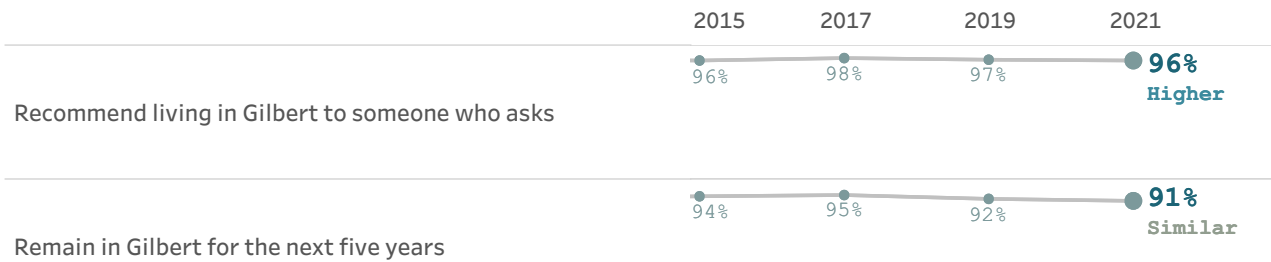
The overall quality of life in Gilbert, 2021



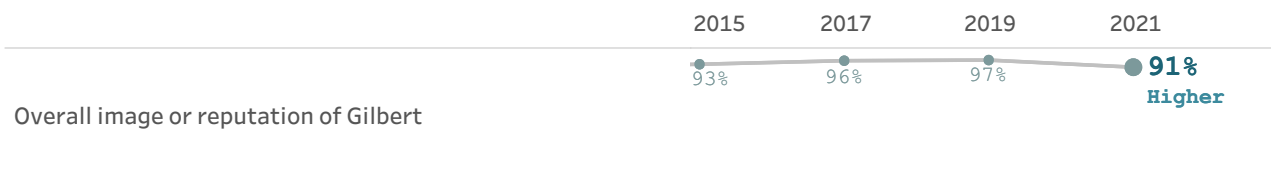
Please rate each of the following aspects of quality of life in Gilbert.  
(% excellent or good)



Please indicate how likely or unlikely you are to do each of the following.  
(% very or somewhat likely)



Please rate each of the following in the Gilbert community.  
(% excellent or good)

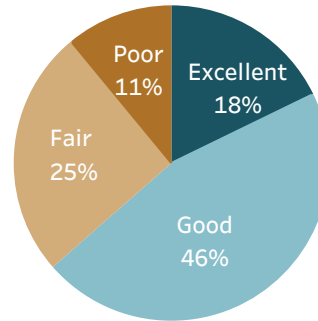


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

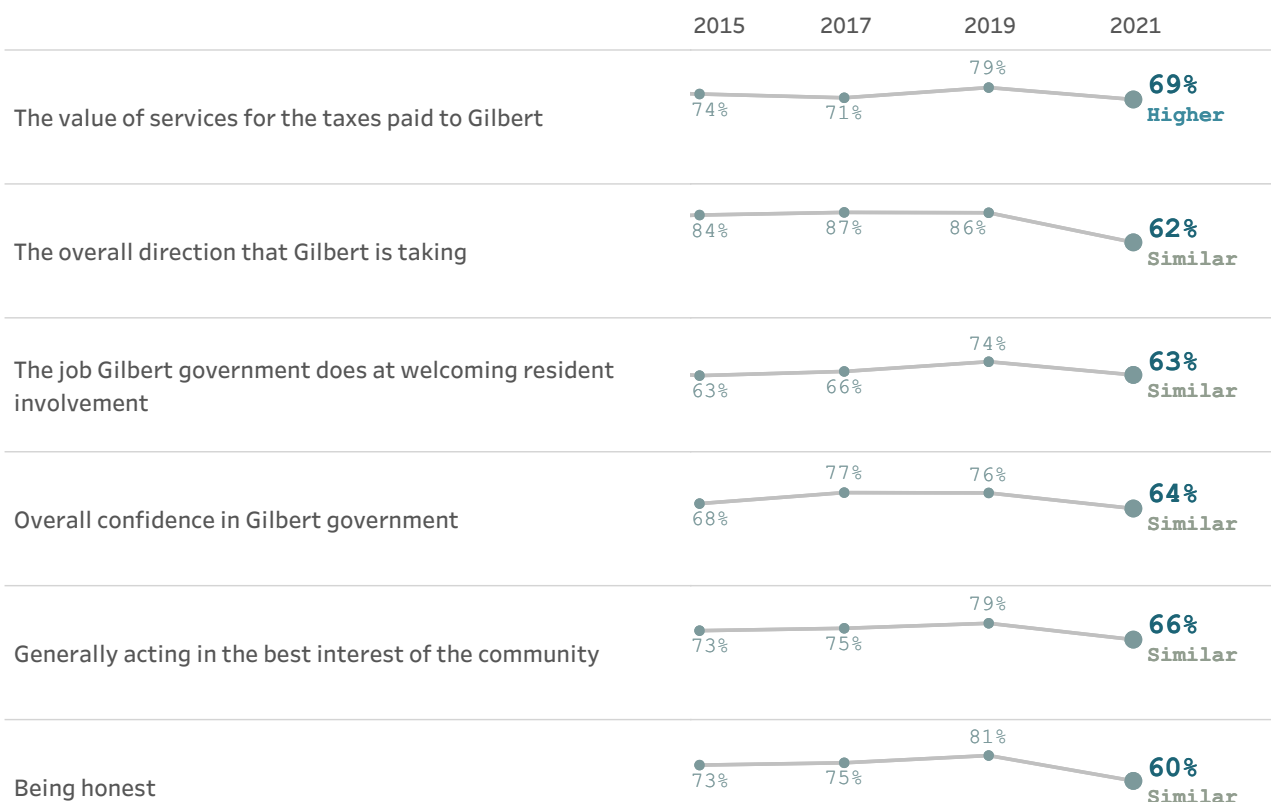
Overall confidence in Gilbert government, 2021



Please rate the quality of each of the following services in Gilbert.  
(% excellent or good)



Please rate the following categories of Gilbert government performance.  
(% excellent or good)



Being open and transparent to the public

59%  
Similar

Informing residents about issues facing the community

56%  
Similar

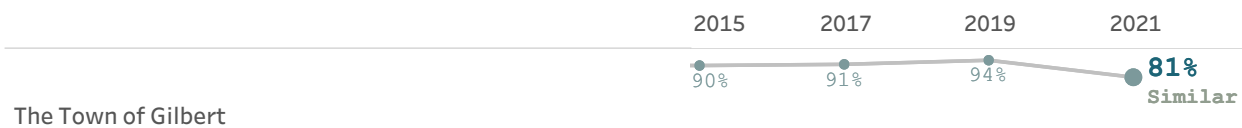
Treating all residents fairly



Treating residents with respect

71%  
Similar

Overall, how would you rate the quality of the services provided by each of the following?  
(% excellent or good)



The Federal Government

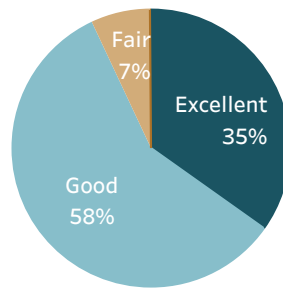


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

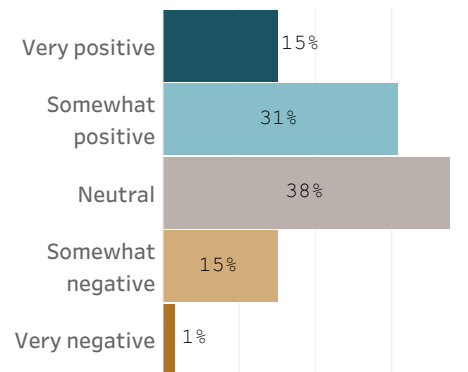
## Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

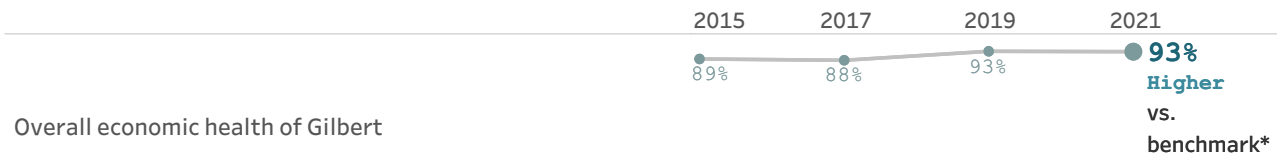
Overall economic health of Gilbert, 2021



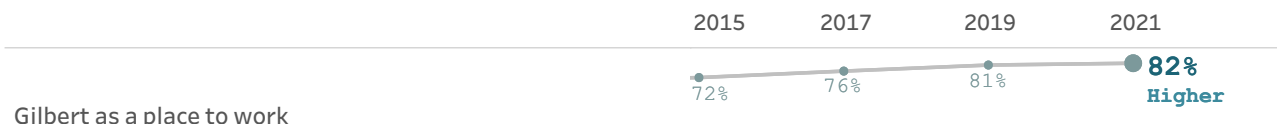
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



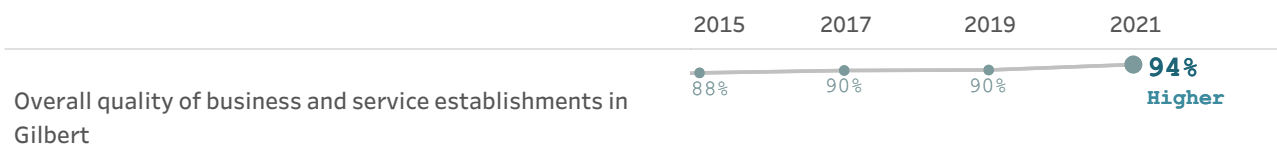
Please rate each of the following characteristics as they relate to Gilbert as a whole.  
(% excellent or good)

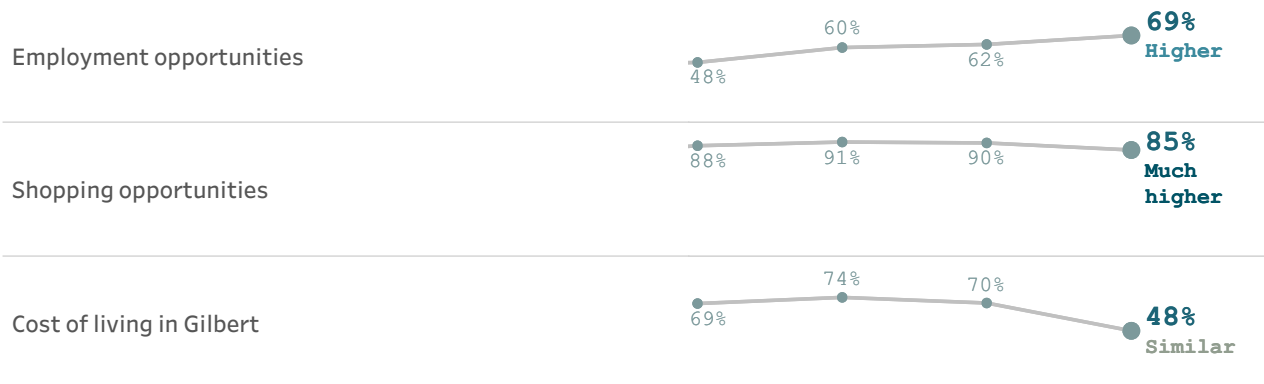


Please rate each of the following aspects of quality of life in Gilbert.  
(% excellent or good)

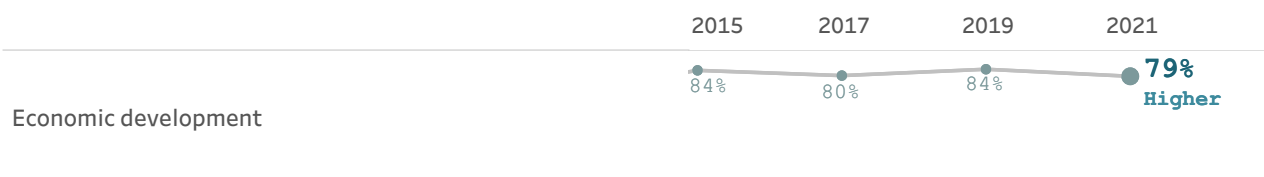


Please rate each of the following in the Gilbert community.  
(% excellent or good)

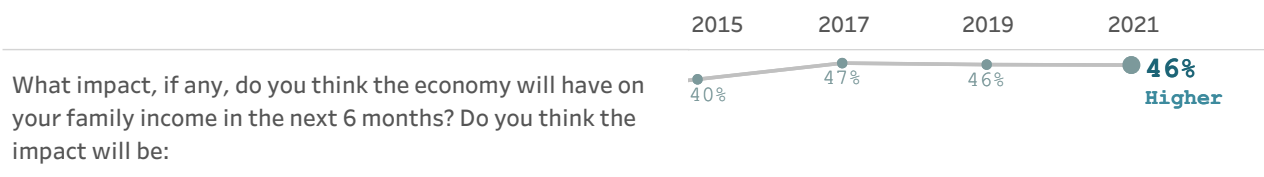




Please rate the quality of each of the following services in Gilbert.  
(% excellent or good)



What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:  
(% very or somewhat positive)

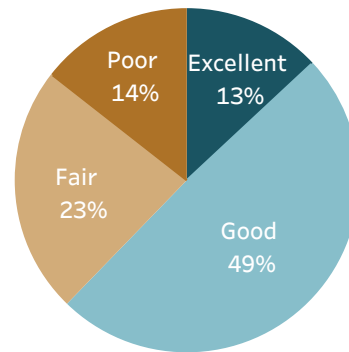


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

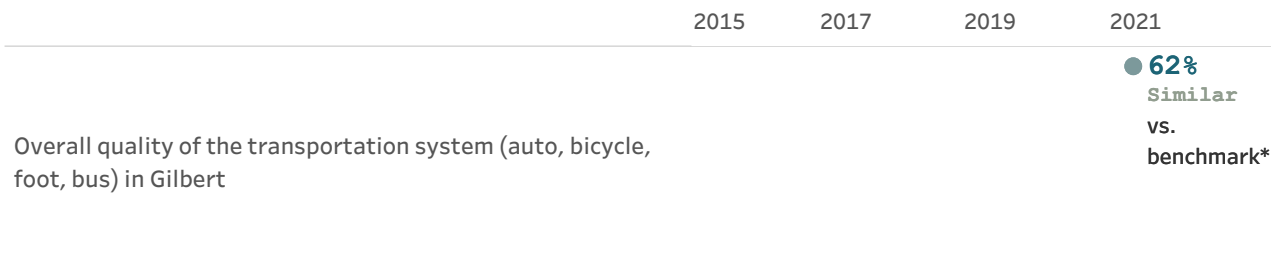
## Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

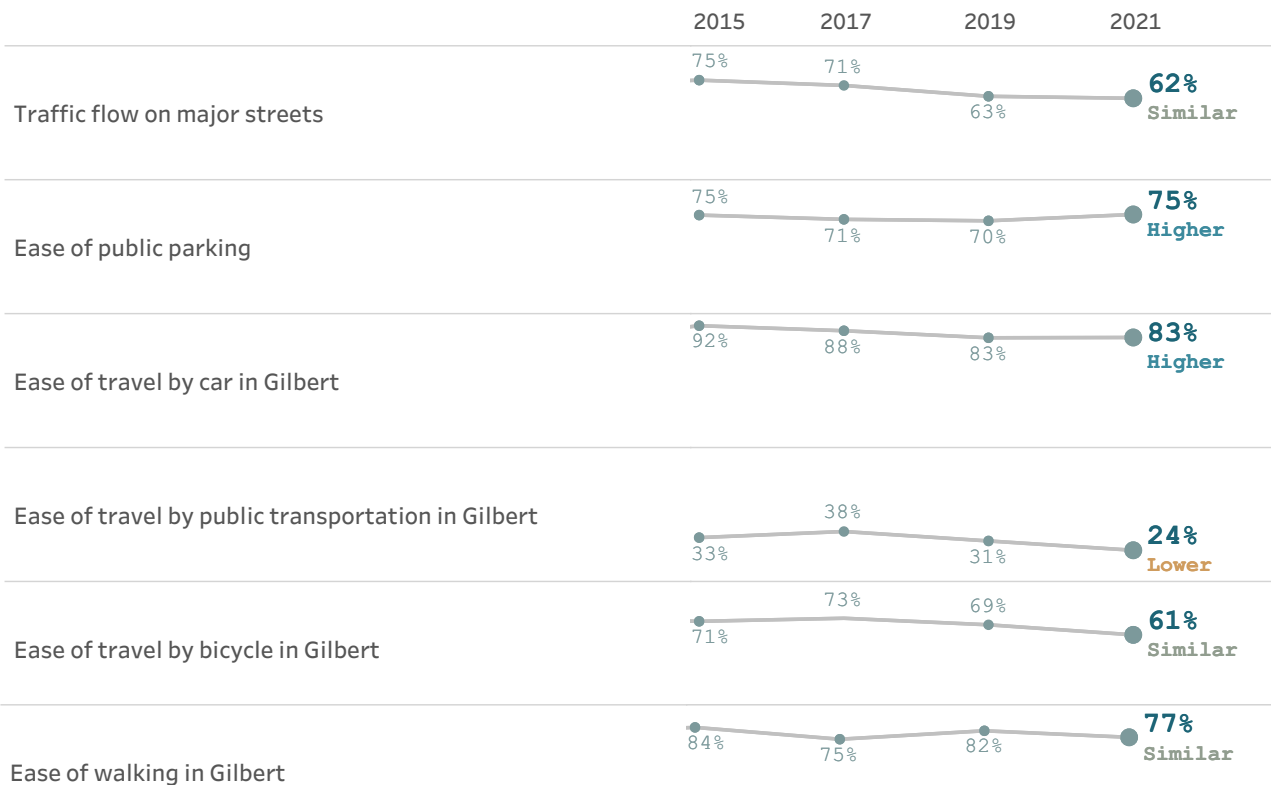
Overall quality of the transportation system in Gilbert, 2021



Please rate each of the following characteristics as they relate to Gilbert as a whole.  
(% excellent or good)

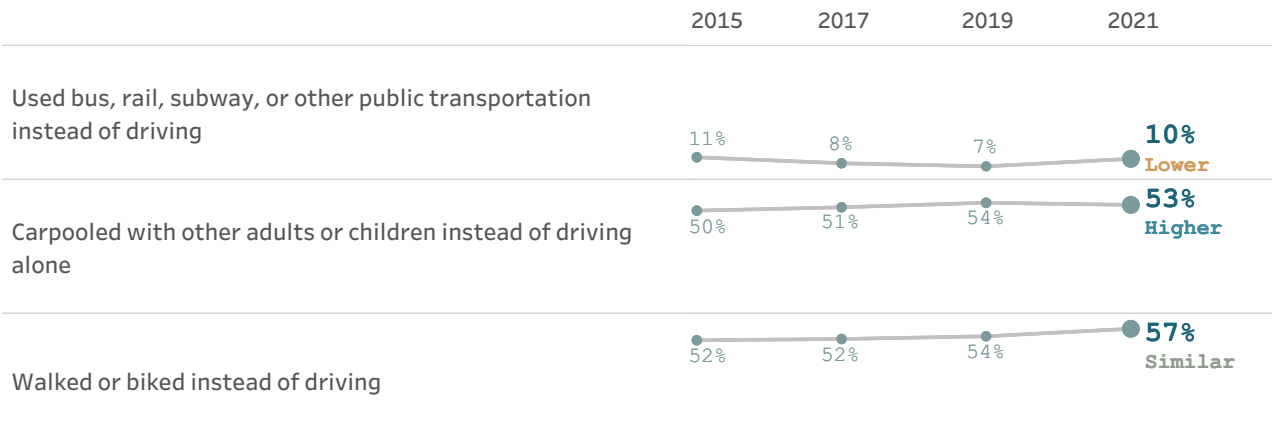


Please also rate each of the following in the Gilbert community.  
(% excellent or good)





Please indicate whether or not you have done each of the following in the last 12 months.  
(% yes)



Please rate the quality of each of the following services in Gilbert.  
(% excellent or good)

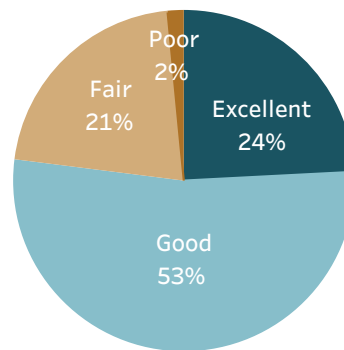


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

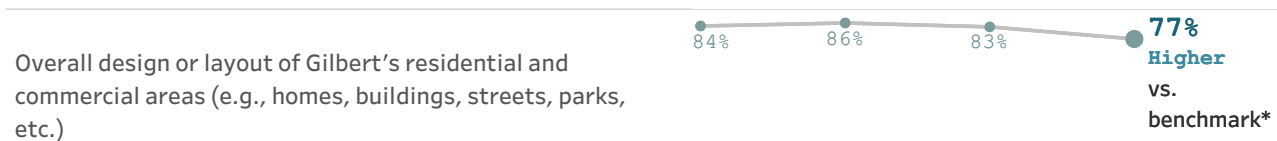
## Community design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

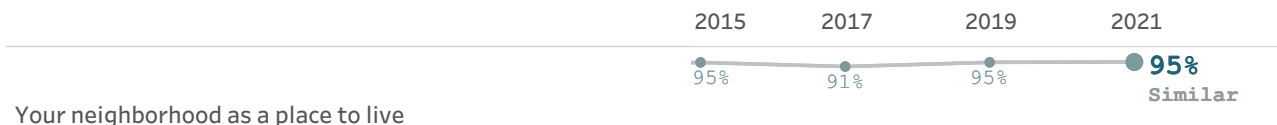
Overall design or layout of Gilbert's residential and commercial areas, 2021



Please rate each of the following characteristics as they relate to Gilbert as a whole.  
(% excellent or good)

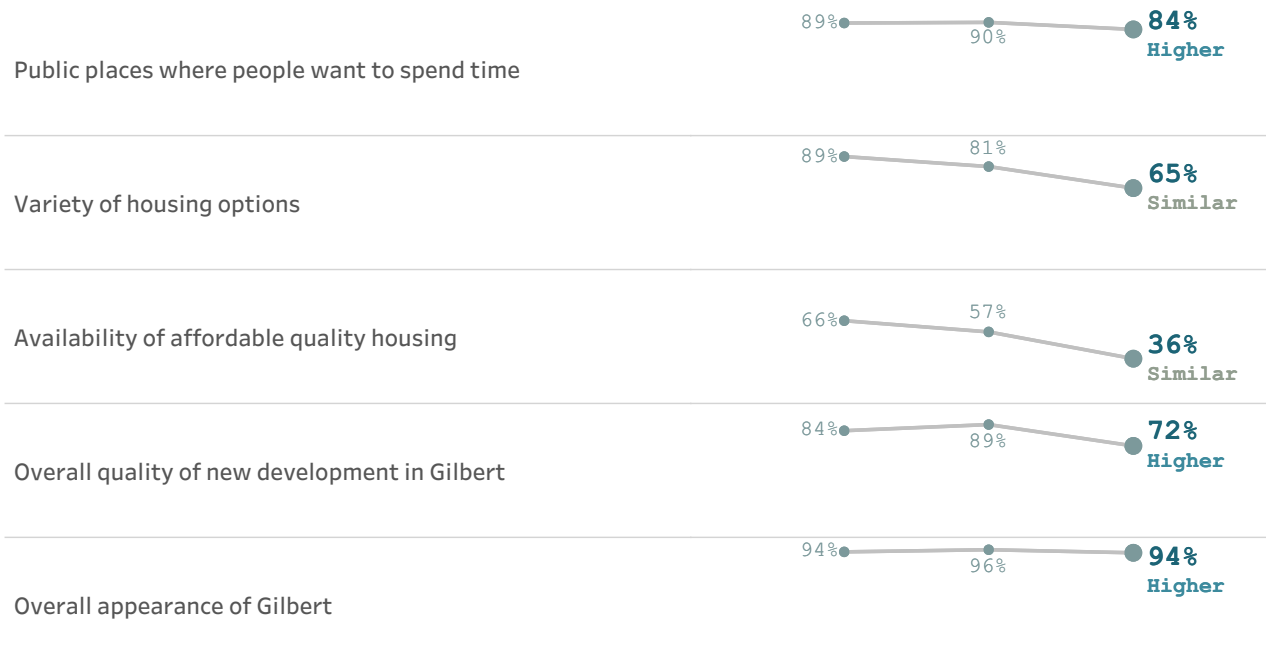


Please rate each of the following aspects of quality of life in Gilbert.  
(% excellent or good)

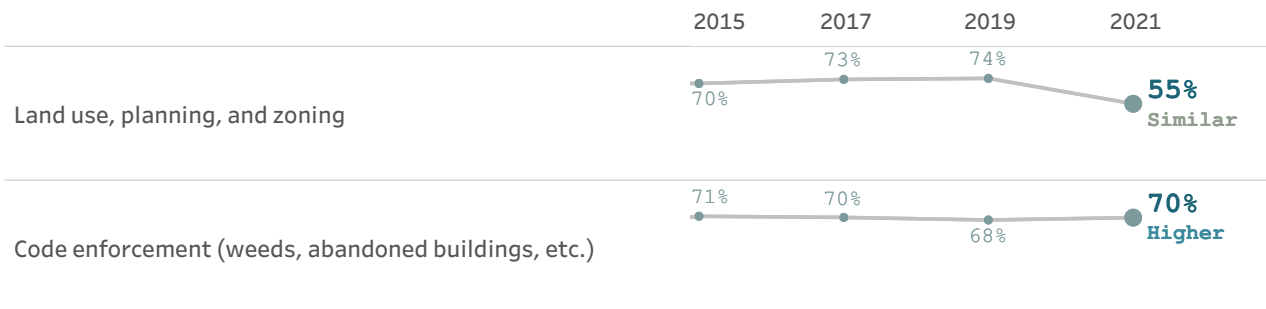


Please also rate each of the following in the Gilbert community.  
(% excellent or good)





Please rate the quality of each of the following services in Gilbert.  
(% excellent or good)

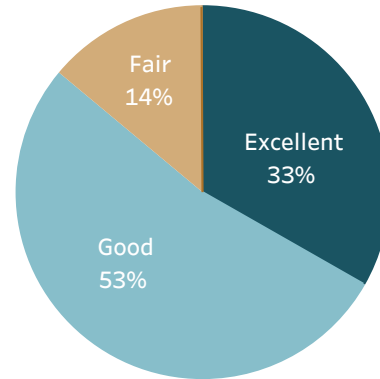


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

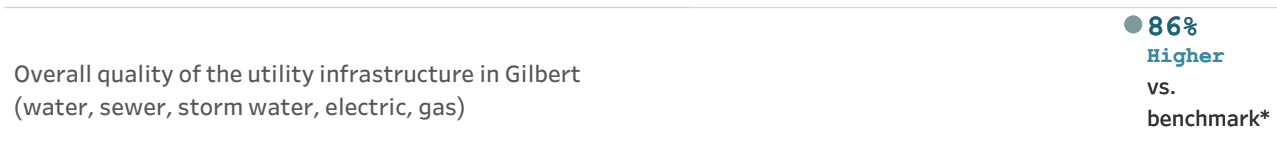
## Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Overall quality of the utility infrastructure in Gilbert, 2021



Please rate each of the following characteristics as they relate to Gilbert as a whole.  
(% excellent or good)



Please rate the quality of each of the following services in Gilbert.  
(% excellent or good)

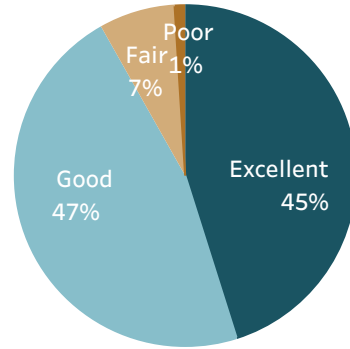


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

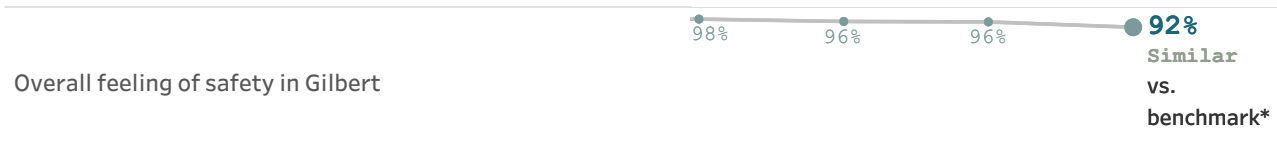
## Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

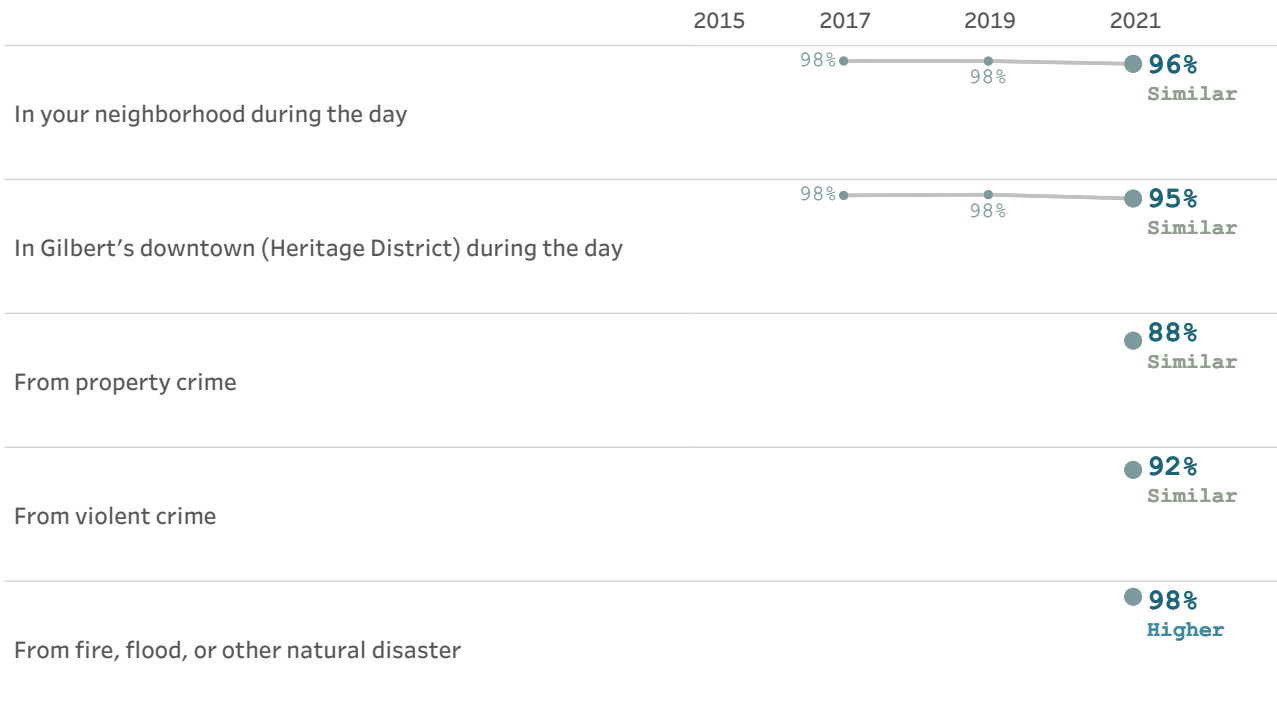
Overall feeling of safety in Gilbert, 2021



Please rate each of the following characteristics as they relate to Gilbert as a whole.  
(% excellent or good)



Please rate how safe or unsafe you feel:  
(% very or somewhat safe)



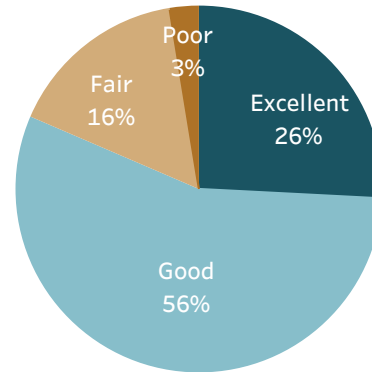
Please rate the quality of each of the following services in Gilbert.  
 (% excellent or good)



\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



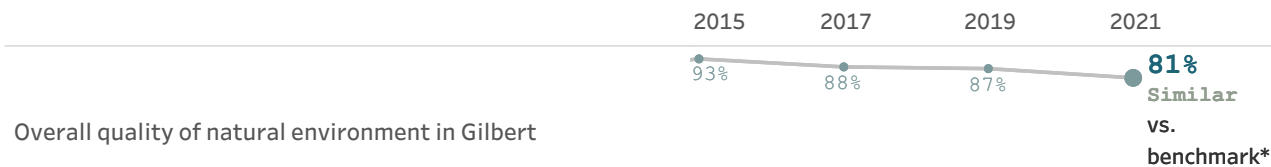
Overall quality of natural environment in Gilbert, 2021



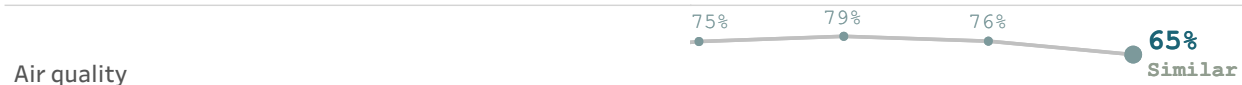
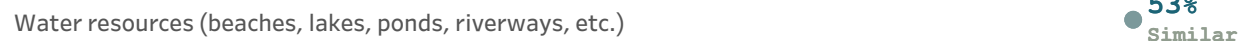
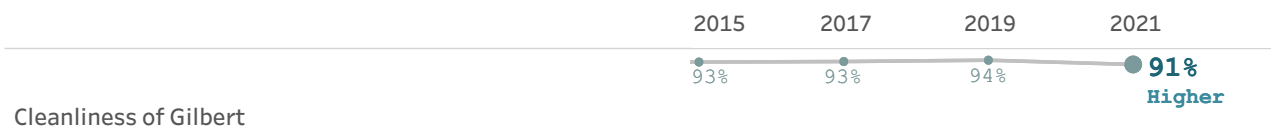
## Natural environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

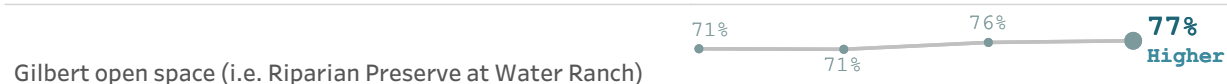
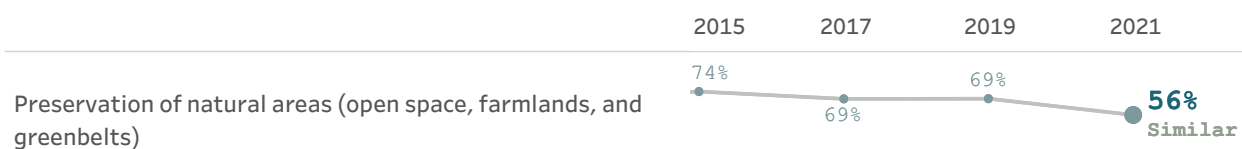
Please rate each of the following characteristics as they relate to Gilbert as a whole.  
(% excellent or good)

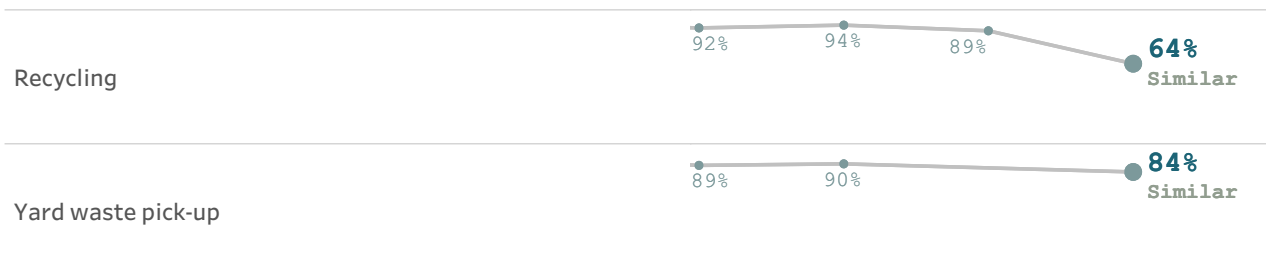


Please also rate each of the following in the Gilbert community.  
(% excellent or good)



Please rate the quality of each of the following services in Gilbert.  
(% excellent or good)





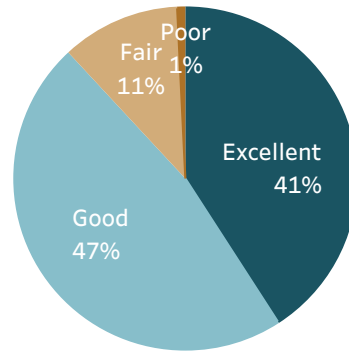
\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of parks and recreation opportunities, 2021

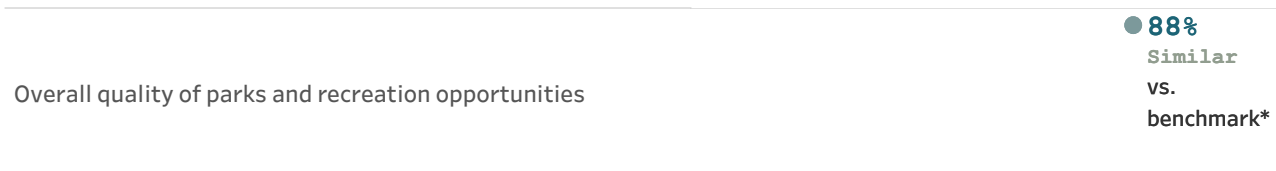
## Parks and recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

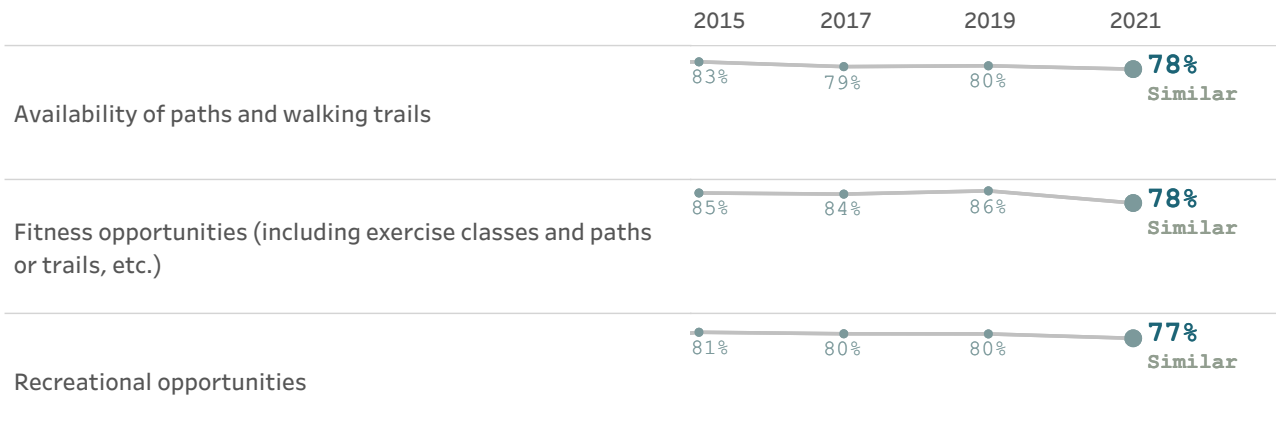
- National Recreation and Park Association



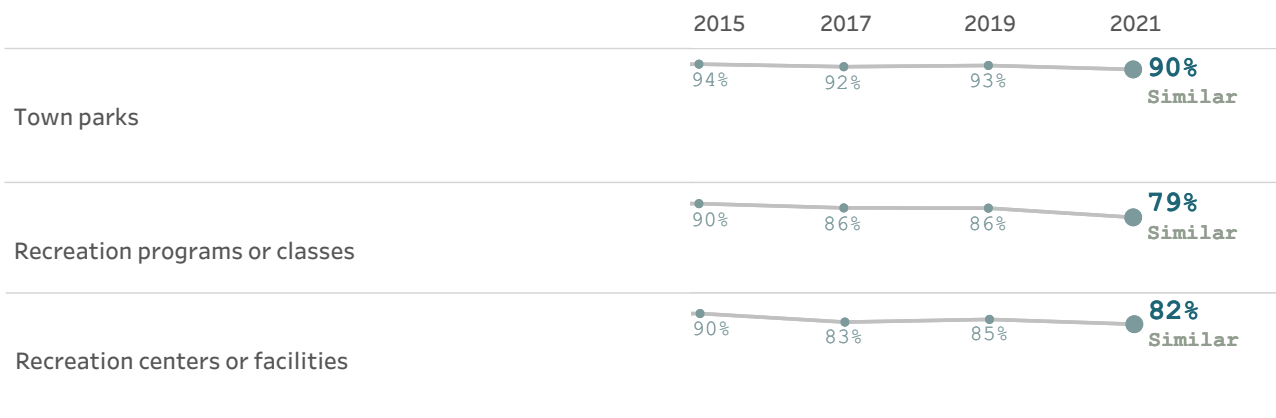
Please rate each of the following characteristics as they relate to Gilbert as a whole.  
(% excellent or good)



Please also rate each of the following in the Gilbert community.  
(% excellent or good)



Please rate the quality of each of the following services in Gilbert.  
(% excellent or good)

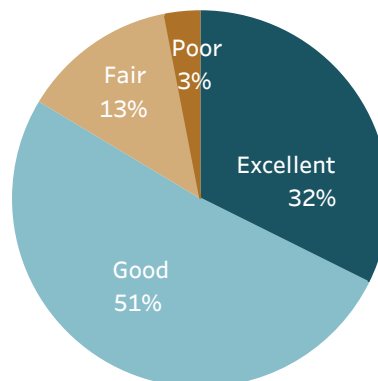


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

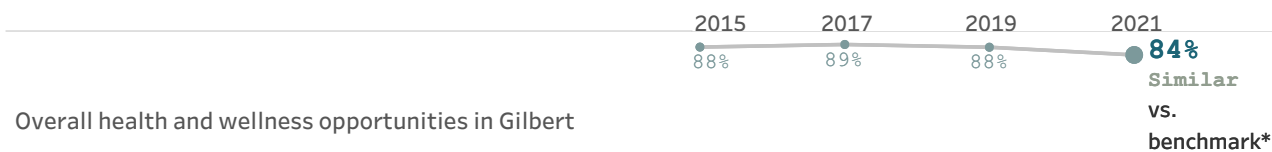
## Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

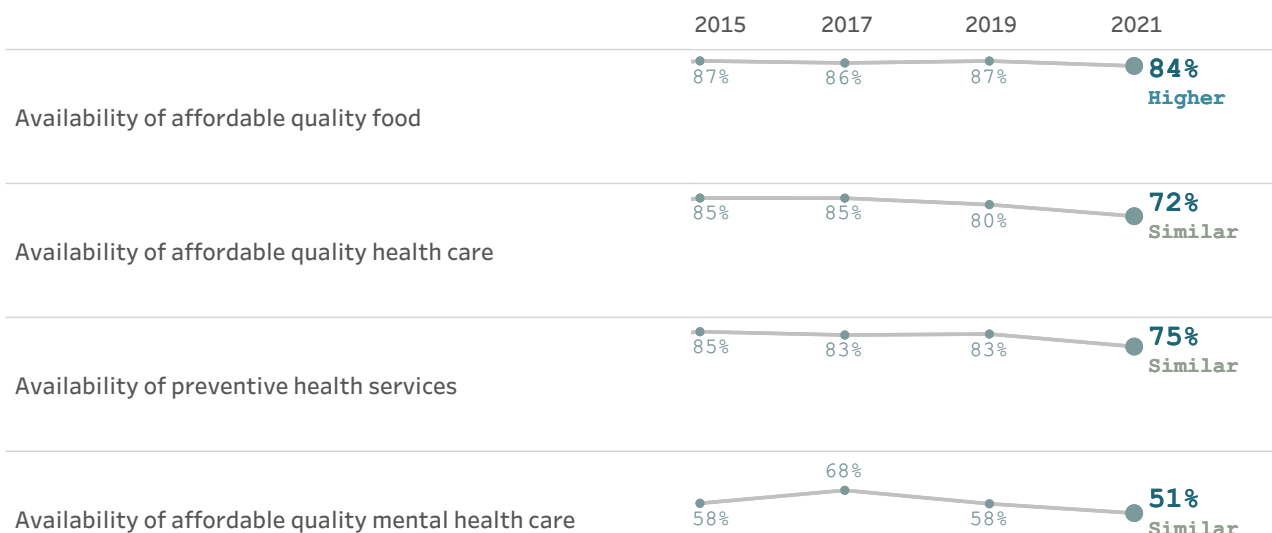
Overall health and wellness opportunities in Gilbert, 2021



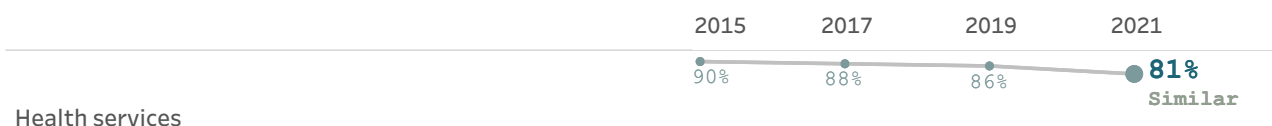
Please rate each of the following characteristics as they relate to Gilbert as a whole.  
(% excellent or good)



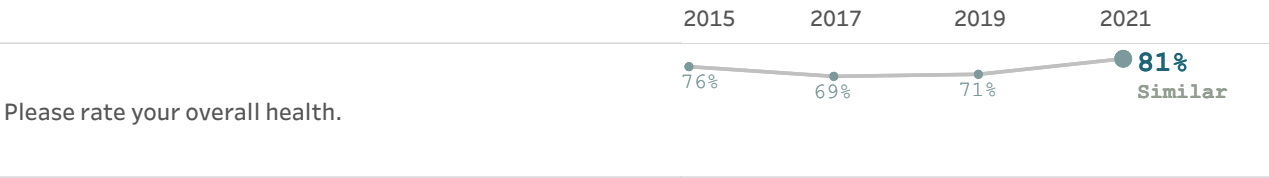
Please also rate each of the following in the Gilbert community.  
(% excellent or good)



Please rate the quality of each of the following services in Gilbert.  
(% excellent or good)



Please rate your overall health.  
(% excellent or very good)

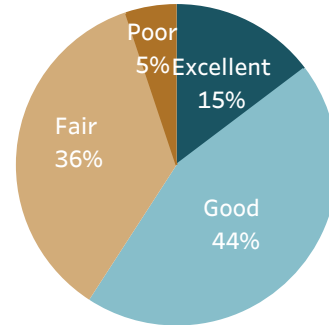


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

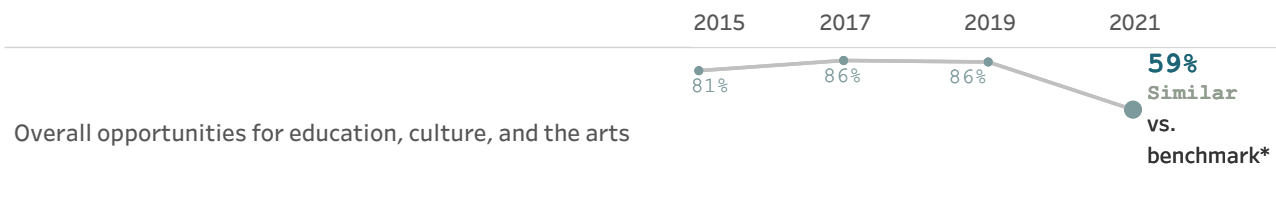
## Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

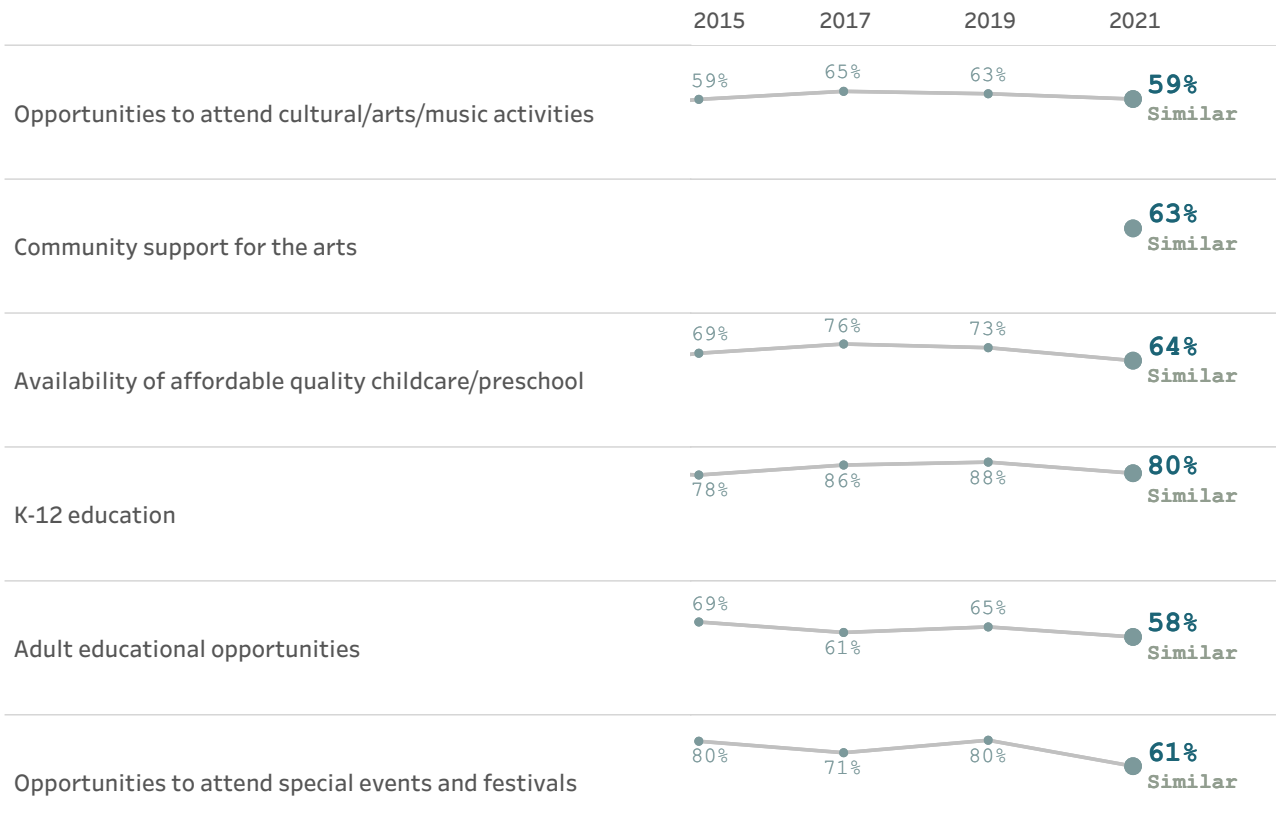
Overall opportunities for education, culture and the arts, 2021



Please rate each of the following characteristics as they relate to Gilbert as a whole.  
(% excellent or good)

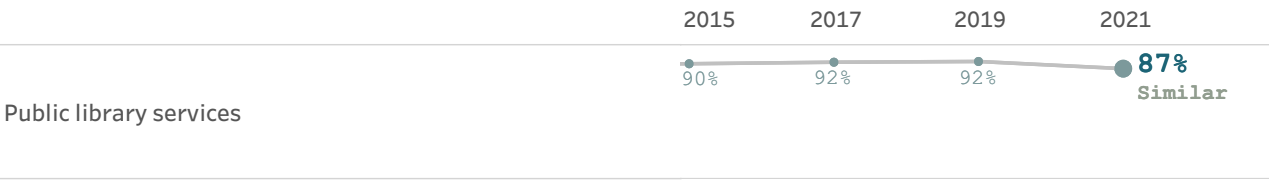


Please also rate each of the following in the Gilbert community.  
(% excellent or good)





Please rate the quality of each of the following services in Gilbert.  
(% excellent or good)

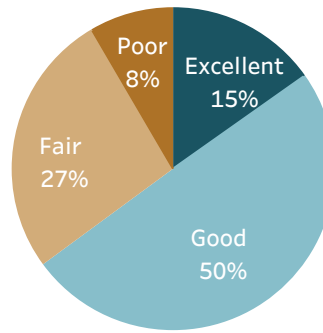


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

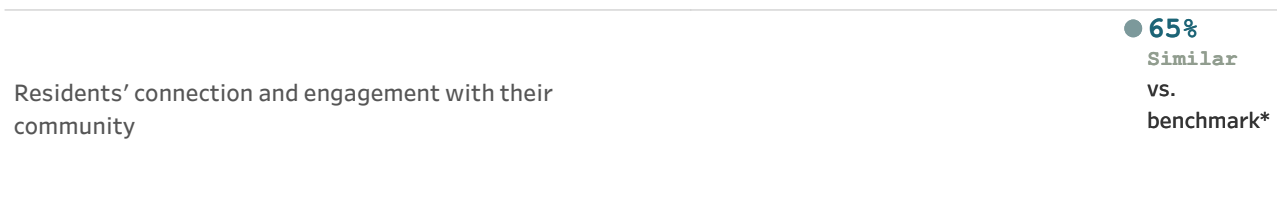
Residents' connection and engagement with their community, 2021

## Inclusivity and engagement

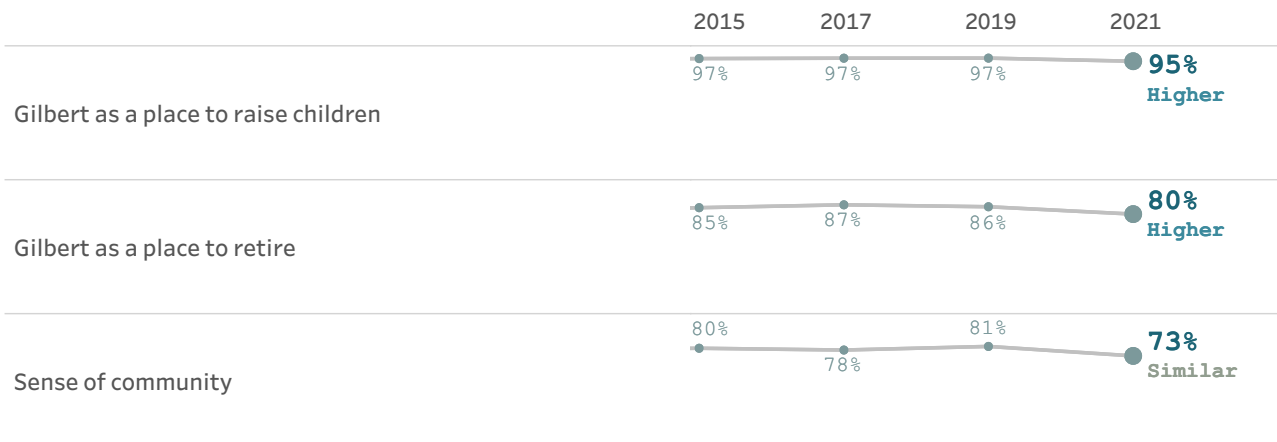
Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



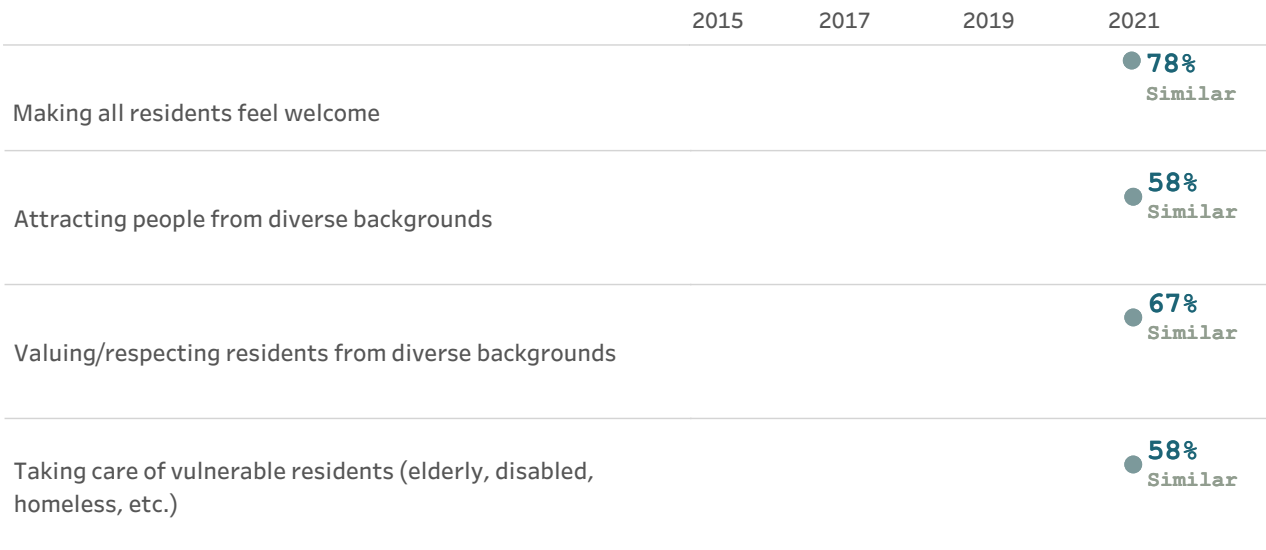
Please rate each of the following characteristics as they relate to Gilbert as a whole.  
(% excellent or good)



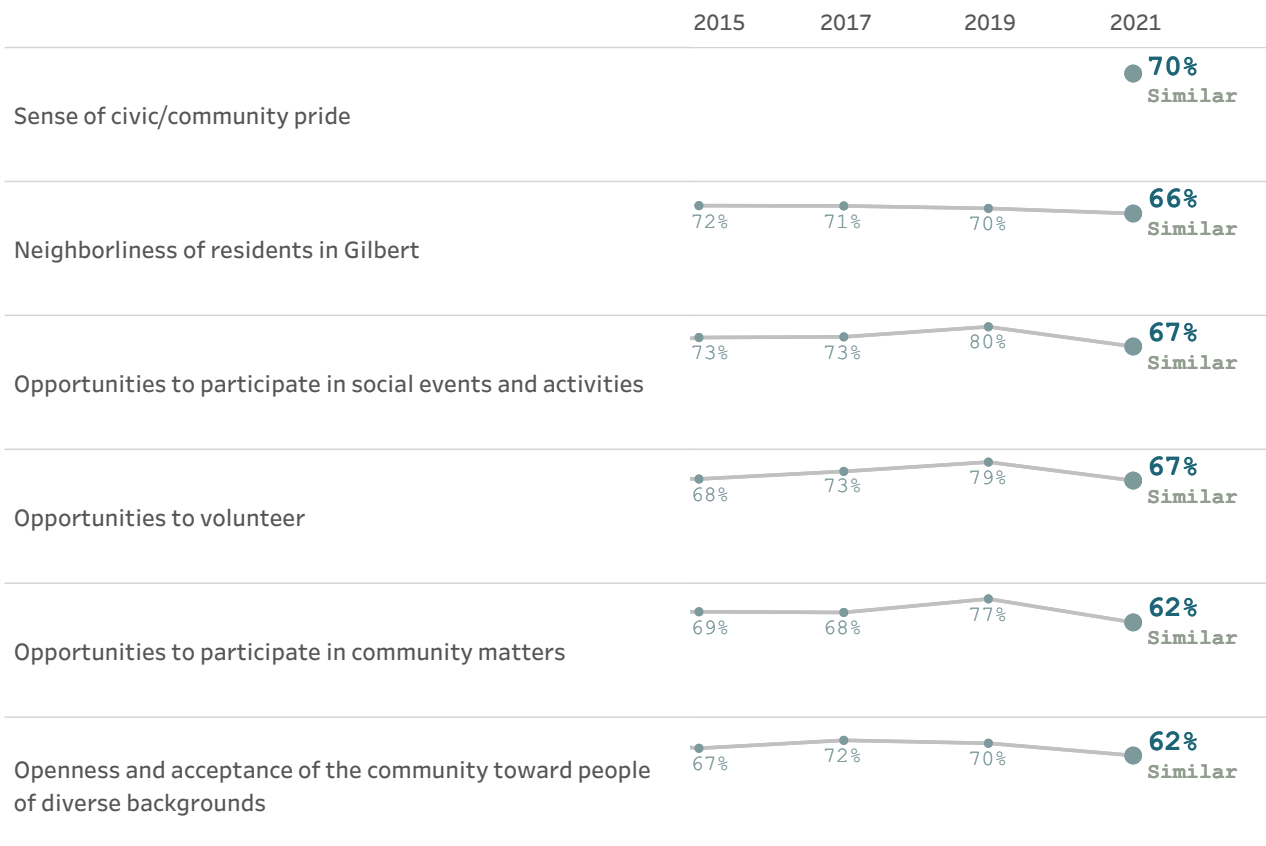
Please rate each of the following aspects of quality of life in Gilbert.  
(% excellent or good)



Please rate the job you feel the Gilbert community does at each of the following.  
(% excellent or good)



Please also rate each of the following in the Gilbert community.  
(% excellent or good)

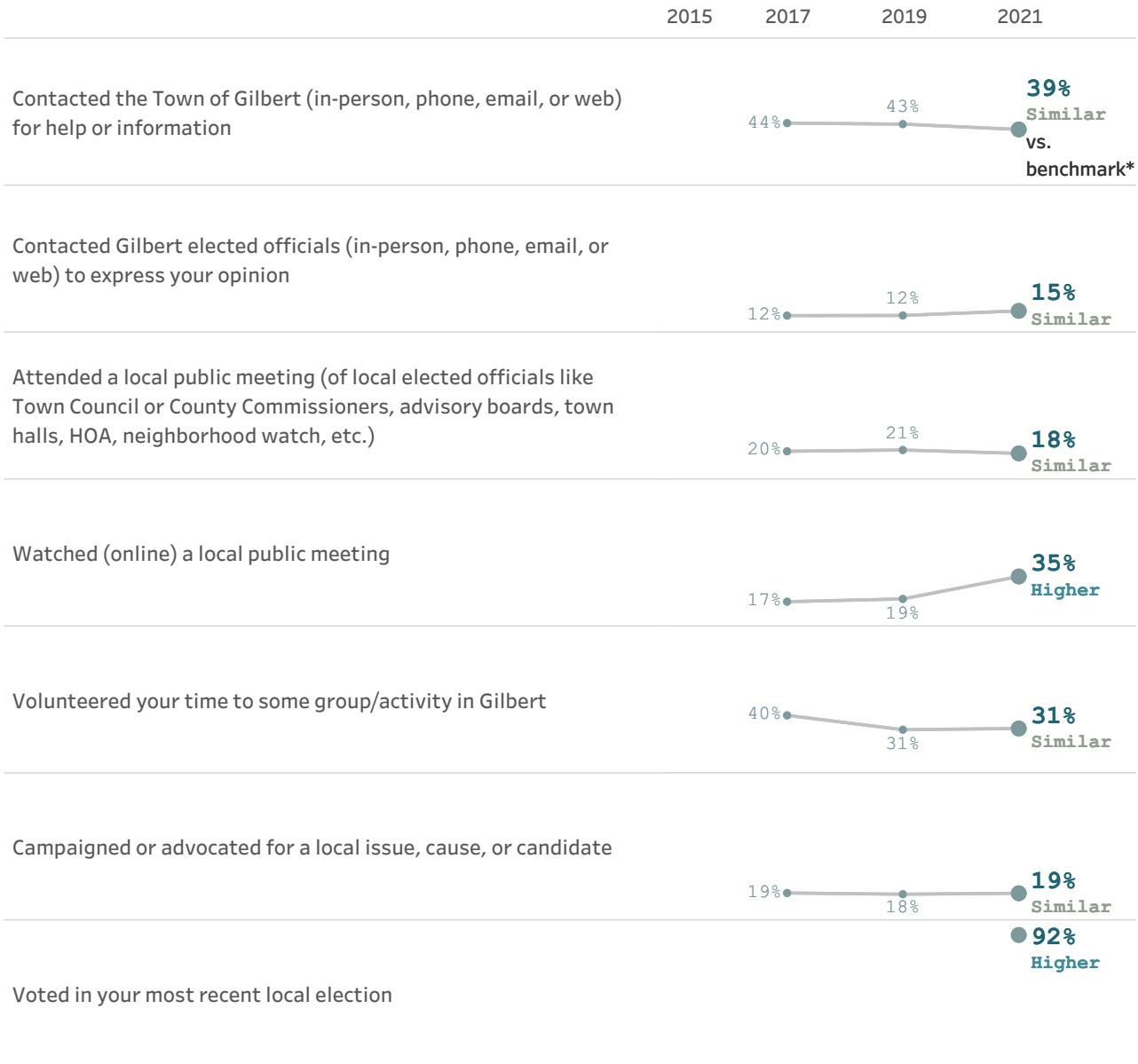


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

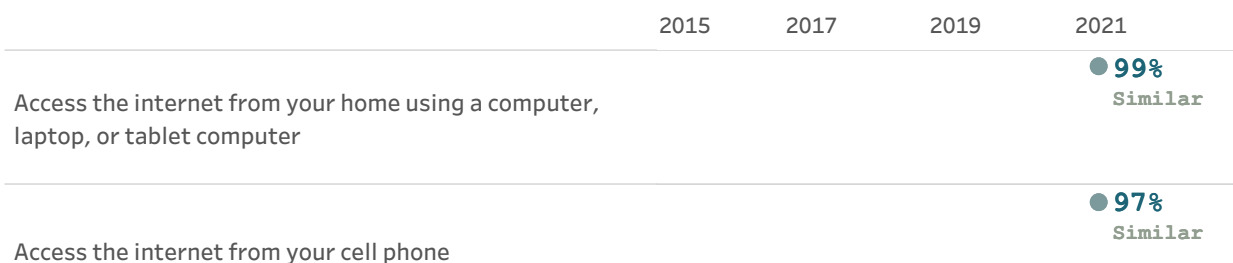
## Residents' participation levels

Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)



In general, how many times do you:  
(% a few times a week or more)



Use or check email	● 99% Similar
Share your opinions online	● 23% Similar
Shop online	● 65% Higher

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

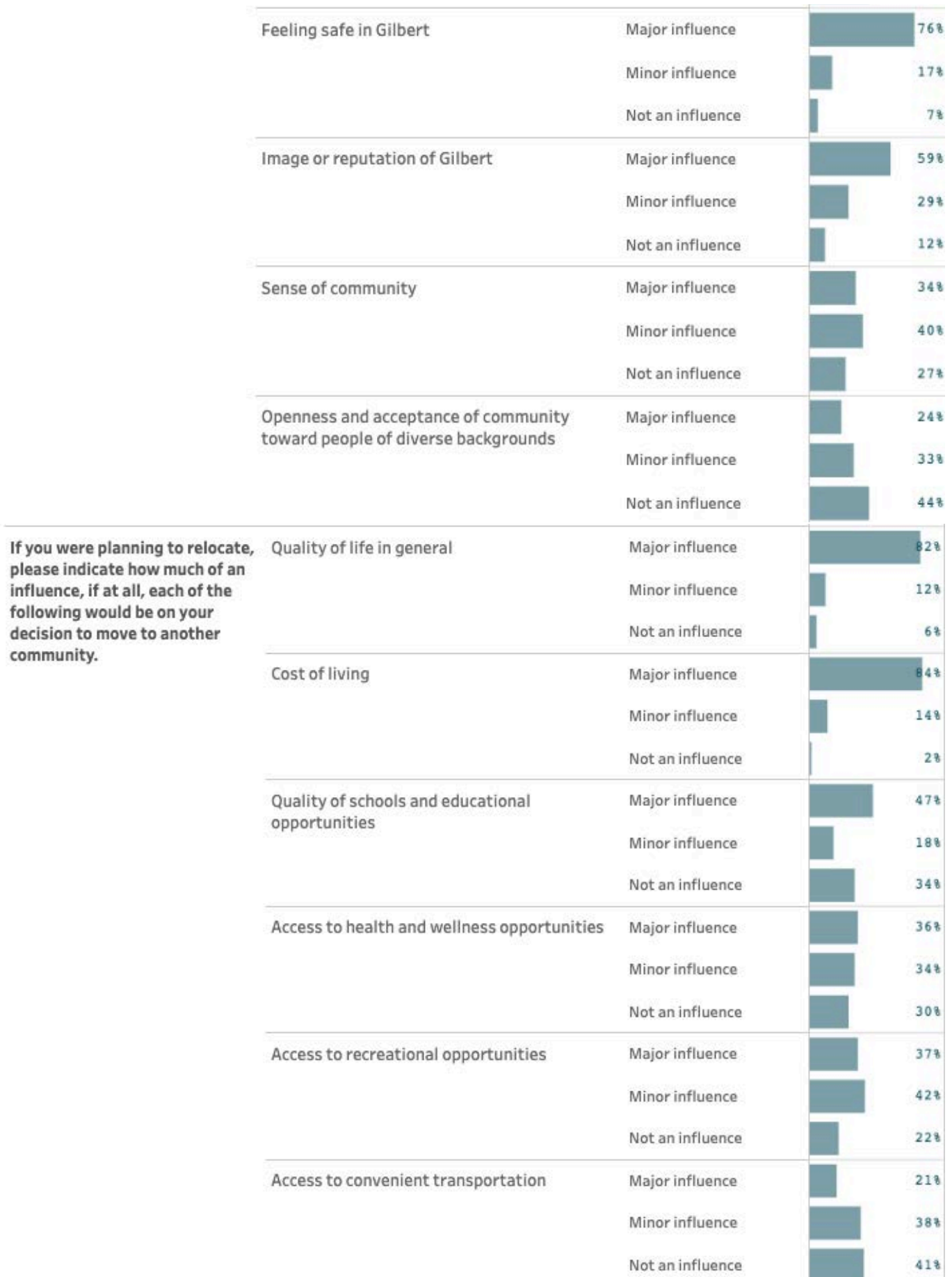
## Custom questions































Below are the complete set of responses to each custom question on the survey.

Please indicate how much of an influence, if at all, each of the following had on your choice to live in Gilbert.

Quality of life in general	Major influence	80%
	Minor influence	19%
	Not an influence	1%
Cost of living	Major influence	51%
	Minor influence	36%
	Not an influence	13%
Quality of schools and educational opportunities	Major influence	54%
	Minor influence	17%
	Not an influence	29%
Access to health and wellness opportunities	Major influence	24%
	Minor influence	40%
	Not an influence	36%
Access to recreational opportunities	Major influence	30%
	Minor influence	46%
	Not an influence	24%
Housing options	Major influence	65%
	Minor influence	28%
	Not an influence	7%
Job opportunities / job availability	Major influence	24%
	Minor influence	35%
	Not an influence	42%
Close to work	Major influence	41%
	Minor influence	33%
	Not an influence	25%
Close to friends and/or family / grew up in Gilbert	Major influence	38%
	Minor influence	21%
	Not an influence	41%
Retirement	Major influence	23%
	Minor influence	13%
	Not an influence	64%
For the weather / climate	Major influence	29%
	Minor influence	33%
	Not an influence	44%





Job opportunities / job availability	Major influence		43%
	Minor influence		23%
	Not an influence		34%
Retirement	Major influence		31%
	Minor influence		27%
	Not an influence		42%
Sense of community	Major influence		37%
	Minor influence		42%
	Not an influence		22%
Openness and acceptance of community toward people of diverse backgrounds	Major influence		37%
	Minor influence		33%
	Not an influence		31%
Better housing options	Major influence		66%
	Minor influence		28%
	Not an influence		6%
Move closer to work	Major influence		40%
	Minor influence		27%
	Not an influence		32%
Close to friends and/or family / grew up in other community Gilbert	Major influence		35%
	Minor influence		27%
	Not an influence		38%
Different weather / climate	Major influence		33%
	Minor influence		31%
	Not an influence		36%
Feeling safer in other communities	Major influence		53%
	Minor influence		24%
	Not an influence		23%
Image or reputation of new community	Major influence		45%
	Minor influence		33%
	Not an influence		22%

## Custom questions

Below are the percent positive frequencies for the custom questions.

Please indicate how much of an influence, if at all, each of the following had on your choice to live in Gilbert.	Quality of life in general	99%
	Cost of living	87%
	Quality of schools and educational opportuni..	71%
	Access to health and wellness opportunities	64%
	Access to recreational opportunities	76%
	Access to convenient transportation	46%
	Housing options	93%
	Job opportunities / job availability	58%
	Close to work	75%
	Close to friends and/or family / grew up in Gil..	59%
	Retirement	36%
	For the weather / climate	56%
	Feeling safe in Gilbert	93%
	Image or reputation of Gilbert	88%
	Sense of community	73%
	Openness and acceptance of community tow..	56%
If you were planning to relocate, please indicate how much of an influence, if at all, each of the following would be on your decision to move to another community.	Quality of life in general	94%
	Cost of living	98%
	Quality of schools and educational opportuni..	66%
	Access to health and wellness opportunities	70%
	Access to recreational opportunities	78%
	Access to convenient transportation	59%
	Job opportunities / job availability	66%
	Retirement	58%
	Sense of community	78%
	Openness and acceptance of community tow..	69%
	Better housing options	94%
	Move closer to work	68%
	Close to friends and/or family / grew up in ot..	62%
	Different weather / climate	64%
	Feeling safer in other communities	77%
	Image or reputation of new community	78%

## National benchmark tables

This table contains the comparisons of Gilbert's results to those from other communities. The first column shows the comparison of Gilbert's rating to the benchmark. Gilbert's results are noted as being "higher", "lower" or "similar" to the benchmark, meaning that the average rating given by Gilbert residents is statistically similar to or different than the benchmark. The second column is Gilbert's "percent positive." Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Gilbert's rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Gilbert's result -- that is what percent of surveyed communities had a lower rating than Gilbert.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Gilbert.	Gilbert as a place to live	Higher	99%	25	363	93
	Your neighborhood as a place to live	Similar	95%	42	304	86
	Gilbert as a place to raise children	Higher	95%	38	363	89
	Gilbert as a place to work	Higher	82%	33	348	90
	Gilbert as a place to visit	Similar	79%	77	292	73
	Gilbert as a place to retire	Higher	80%	51	350	85
	The overall quality of life in Gilbert	Higher	97%	17	400	95
	Sense of community	Similar	73%	49	303	84
Please rate each of the following characteristics as they relate to Gilbert as a whole.	Overall economic health of Gilbert	Higher	93%	21	277	92
	Overall quality of the transportation system (auto, bicycle, foot, b..	Similar	62%	37	72	50
	Overall design or layout of Gilbert's residential and commercial ar..	Higher	77%	35	272	87
	Overall quality of the utility infrastructure in Gilbert (water, sewe..	Higher	86%	7	72	91
	Overall feeling of safety in Gilbert	Similar	92%	85	346	75
	Overall quality of natural environment in Gilbert	Similar	81%	156	282	45
	Overall quality of parks and recreation opportunities	Similar	88%	26	73	65
	Overall health and wellness opportunities in Gilbert	Similar	84%	63	274	77
	Overall opportunities for education, culture, and the arts	Similar	59%	171	273	37
	Residents' connection and engagement with their community	Similar	65%	26	73	65
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Gilbert to someone who asks	Higher	96%	24	289	92
	Remain in Gilbert for the next five years	Similar	91%	32	282	89
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	96%	95	332	71
	In Gilbert's downtown (Heritage District) during the day	Similar	95%	88	311	72

Please rate how safe or unsafe you feel:	From property crime	Similar	88%	17	83	80
	From violent crime	Similar	92%	19	83	77
	From fire, flood, or other natural disaster	Higher	98%	1	72	100
Please rate the job you feel the Gilbert community does at each of the following.	Making all residents feel welcome	Similar	78%	21	73	72
	Attracting people from diverse backgrounds	Similar	58%	44	73	41
	Valuing/respecting residents from diverse backgrounds	Similar	67%	37	73	50
	Taking care of vulnerable residents (elderly, disabled, homeless, e..	Similar	58%	43	73	42
Please rate each of the following in the Gilbert community.	Overall quality of business and service establishments in Gilbert	Higher	94%	3	280	99
	Variety of business and service establishments in Gilbert	Higher	82%	5	72	94
	Vibrancy of downtown (Heritage District)	Much higher	90%	6	258	98
	Employment opportunities	Higher	69%	25	306	92
	Shopping opportunities	Much higher	85%	16	293	94
	Cost of living in Gilbert	Similar	48%	116	275	58
	Overall image or reputation of Gilbert	Higher	91%	31	341	91
Please also rate each of the following in the Gilbert community.	Traffic flow on major streets	Similar	62%	75	319	76
	Ease of public parking	Higher	75%	39	244	84
	Ease of travel by car in Gilbert	Higher	83%	38	305	87
	Ease of travel by public transportation in Gilbert	Lower	24%	195	249	22
	Ease of travel by bicycle in Gilbert	Similar	61%	106	306	65
	Ease of walking in Gilbert	Similar	77%	97	306	68
	Well-planned residential growth	Similar	59%	28	74	63
	Well-planned commercial growth	Higher	69%	8	74	90
	Well-designed neighborhoods	Similar	77%	13	74	83
	Preservation of the historical or cultural character of the communi..	Similar	65%	37	69	47
	Public places where people want to spend time	Higher	84%	32	267	88
	Variety of housing options	Similar	65%	72	284	75
	Availability of affordable quality housing	Similar	36%	172	302	43
	Overall quality of new development in Gilbert	Higher	72%	33	293	89
	Overall appearance of Gilbert	Higher	94%	40	335	88
	Cleanliness of Gilbert	Higher	91%	36	307	88
	Water resources (beaches, lakes, ponds, riverways, etc.)	Similar	53%	48	68	30

Please also rate each of the following in the Gilbert community.	Air quality	Similar	65%	210	259	19
	Availability of paths and walking trails	Similar	78%	98	304	68
	Fitness opportunities (including exercise classes and paths or trail..	Similar	78%	91	263	65
	Recreational opportunities	Similar	77%	103	292	65
	Availability of affordable quality food	Higher	84%	13	259	95
	Availability of affordable quality health care	Similar	72%	69	272	75
	Availability of preventive health services	Similar	75%	67	254	74
	Availability of affordable quality mental health care	Similar	51%	103	250	59
	Opportunities to attend cultural/arts/music activities	Similar	59%	142	291	51
	Community support for the arts	Similar	63%	27	72	63
	Availability of affordable quality childcare/preschool	Similar	64%	106	268	60
	K-12 education	Similar	80%	127	268	52
	Adult educational opportunities	Similar	58%	142	258	45
	Sense of civic/community pride	Similar	70%	21	72	72
	Neighborliness of residents in Gilbert	Similar	66%	114	269	57
	Opportunities to participate in social events and activities	Similar	67%	112	273	59
	Opportunities to attend special events and festivals	Similar	61%	191	281	32
	Opportunities to volunteer	Similar	67%	138	273	49
	Opportunities to participate in community matters	Similar	62%	144	278	48
	Openness and acceptance of the community toward people of dive..	Similar	62%	151	299	49
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the Town of Gilbert (in-person, phone, email, or web) fo..	Similar	39%	257	328	21
	Contacted Gilbert elected officials (in-person, phone, email, or we..	Similar	15%	177	267	34
	Attended a local public meeting (of local elected officials like Town..	Similar	18%	167	270	38
	Watched (online) a local public meeting	Higher	35%	34	245	86
	Volunteered your time to some group/activity in Gilbert	Similar	31%	175	274	36
	Campaigned or advocated for a local issue, cause, or candidate	Similar	19%	158	256	38
	Voted in your most recent local election	Higher	92%	5	75	94
	Used bus, rail, subway, or other public transportation instead of d..	Lower	10%	158	232	32
	Carpooled with other adults or children instead of driving alone	Higher	53%	34	261	87
	Walked or biked instead of driving	Similar	57%	128	267	52
Please rate the quality of each of the following	Public information services (Gilbert efforts to inform residents)	Similar	73%	108	283	62

Please rate the quality of each of the following services in Gilbert.

Economic development	Higher	79%	11	284	96
Traffic enforcement	Similar	72%	95	344	72
Traffic signal timing	Similar	65%	36	270	87
Street repair	Higher	70%	33	331	90
Street cleaning	Higher	83%	21	294	93
Street lighting	Higher	86%	4	324	99
Sidewalk maintenance	Higher	86%	1	296	100
Bus or transit services	Similar	45%	158	242	35
Land use, planning, and zoning	Similar	55%	84	294	71
Code enforcement (weeds, abandoned buildings, etc.)	Higher	70%	30	348	91
Affordable high-speed internet access	Similar	52%	33	70	54
Garbage collection	Similar	91%	22	322	93
Drinking water	Similar	62%	198	289	31
Sewer services	Similar	90%	23	293	92
Storm water management (storm drainage, dams, levees, etc.)	Higher	83%	17	320	95
Power (electric and/or gas) utility	Similar	88%	19	204	91
Utility billing	Similar	81%	21	246	91
Police/Sheriff services	Similar	85%	156	390	60
Crime prevention	Higher	84%	75	345	78
Animal control	Higher	82%	18	308	94
Ambulance or emergency medical services	Similar	91%	138	310	55
Fire services	Similar	93%	147	338	56
Fire prevention and education	Similar	83%	82	283	71
Emergency preparedness (services that prepare the community fo..	Similar	70%	90	283	68
Preservation of natural areas (open space, farmlands, and greenb..	Similar	56%	171	263	35
Gilbert open space (i.e. Riparian Preserve at Water Ranch)	Higher	77%	13	253	95
Recycling	Similar	64%	248	328	24
Yard waste pick-up	Similar	84%	41	268	85
Town parks	Similar	90%	84	303	72
Recreation programs or classes	Similar	79%	94	300	69
Recreation centers or facilities	Similar	82%	50	275	82

Please rate the quality of each of the following services in Gilbert.	Health services	Similar	81%	62	239	74
	Public library services	Similar	87%	141	302	53
	Overall customer service by Gilbert employees (police, receptionis..	Similar	86%	84	359	76
Please rate the following categories of Gilbert government performance.	The value of services for the taxes paid to Gilbert	Higher	69%	39	364	89
	The overall direction that Gilbert is taking	Similar	62%	89	314	71
	The job Gilbert government does at welcoming resident involveme..	Similar	63%	89	316	72
	Overall confidence in Gilbert government	Similar	64%	74	276	73
	Generally acting in the best interest of the community	Similar	66%	76	280	73
	Being honest	Similar	60%	100	272	63
	Being open and transparent to the public	Similar	59%	35	74	54
	Informing residents about issues facing the community	Similar	56%	37	79	54
	Treating all residents fairly	Similar	64%	106	276	61
	Treating residents with respect	Similar	71%	30	73	60
Overall, how would you rate the quality of the services provided by each ..	The Town of Gilbert	Similar	81%	111	368	70
	The Federal Government	Similar	37%	174	261	33
Please rate how important, if at all, you think it is for the Gilbert community to focus on each of the following in the coming two years.	Overall economic health of Gilbert	Similar	92%	18	255	93
	Overall quality of the transportation system (auto, bicycle, foot, b..	Similar	69%	52	72	29
	Overall design or layout of Gilbert’s residential and commercial ar..	Similar	77%	101	255	60
	Overall quality of the utility infrastructure in Gilbert (water, sewe..	Similar	91%	13	72	83
	Overall feeling of safety in Gilbert	Similar	90%	81	255	68
	Overall quality of natural environment in Gilbert	Similar	78%	147	255	42
	Overall quality of parks and recreation opportunities	Similar	79%	46	72	37
	Overall health and wellness opportunities in Gilbert	Lower	66%	217	255	14
	Overall opportunities for education, culture, and the arts	Similar	72%	185	255	27
	Residents’ connection and engagement with their community	Lower	58%	254	256	0
In general, how many times do you:	Access the internet from your home using a computer, laptop, or t..	Similar	99%	2	72	98
	Access the internet from your cell phone	Similar	97%	3	72	97
	Use or check email	Similar	99%	2	72	98
	Share your opinions online	Similar	23%	71	72	2
	Shop online	Higher	65%	11	72	86
	Please rate your overall health.	Similar	81%	10	262	96
	What impact, if any, do you think the economy will have on your fa..	Higher	46%	13	265	95
				41		



## Custom benchmark tables

This table contains the comparisons of Gilbert's results to those from other major communities in Maricopa County and those with populations ranging from 150,000-450,000. The first column shows the comparison of Gilbert's rating to the benchmark. Gilbert's results are noted as being "higher", "lower" or "similar" to the benchmark, meaning that the average rating given by Gilbert residents is statistically similar to or different than the benchmark. The second column is Gilbert's "percent positive." Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Gilbert's rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Gilbert's result -- that is what percent of surveyed communities had a lower rating than Gilbert.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Gilbert.	Gilbert as a place to live	Higher	99%	1	44	100
	Your neighborhood as a place to live	Higher	95%	3	35	94
	Gilbert as a place to raise children	Much higher	95%	1	44	100
	Gilbert as a place to work	Higher	82%	5	42	90
	Gilbert as a place to visit	Similar	79%	10	33	72
	Gilbert as a place to retire	Higher	80%	6	44	88
	The overall quality of life in Gilbert	Higher	97%	1	51	100
	Sense of community	Higher	73%	1	31	100
Please rate each of the following characteristics as they relate to Gilbert as a whole.	Overall economic health of Gilbert	Much higher	93%	1	28	100
	Overall quality of the transportation system (auto, bicycle, foot, b..	Similar	62%	3	9	77
	Overall design or layout of Gilbert's residential and commercial ar..	Higher	77%	3	27	92
	Overall quality of the utility infrastructure in Gilbert (water, sewe..	Higher	86%	1	9	100
	Overall feeling of safety in Gilbert	Higher	92%	4	42	92
	Overall quality of natural environment in Gilbert	Similar	81%	7	30	80
	Overall quality of parks and recreation opportunities	Similar	88%	2	9	88
	Overall health and wellness opportunities in Gilbert	Higher	84%	4	28	89
	Overall opportunities for education, culture, and the arts	Similar	59%	14	27	51
	Residents' connection and engagement with their community	Similar	65%	3	9	77
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Gilbert to someone who asks	Higher	96%	2	30	96
	Remain in Gilbert for the next five years	Similar	91%	3	29	93
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	96%	3	39	94
	In Gilbert's downtown (Heritage District) during the day	Higher	95%	3	35	94
	From property crime	Similar	88%	1	13	100

Please rate how safe or unsafe you feel:	From violent crime	Higher	92%	1	13	100
	From fire, flood, or other natural disaster	Higher	98%	1	9	100
Please rate the job you feel the Gilbert community does at each of the following.	Making all residents feel welcome	Similar	78%	3	9	77
	Attracting people from diverse backgrounds	Similar	58%	9	9	11
	Valuing/respecting residents from diverse backgrounds	Similar	67%	5	9	55
	Taking care of vulnerable residents (elderly, disabled, homeless, e..	Similar	58%	7	9	33
Please rate each of the following in the Gilbert community.	Overall quality of business and service establishments in Gilbert	Much higher	94%	2	25	96
	Variety of business and service establishments in Gilbert	Similar	82%	2	8	87
	Vibrancy of downtown (Heritage District)	Much higher	90%	1	24	100
	Employment opportunities	Higher	69%	6	34	85
	Shopping opportunities	Higher	85%	2	28	96
	Cost of living in Gilbert	Similar	48%	14	30	56
	Overall image or reputation of Gilbert	Much higher	91%	2	40	97
Please also rate each of the following in the Gilbert community.	Traffic flow on major streets	Higher	62%	4	36	91
	Ease of public parking	Higher	75%	1	23	100
	Ease of travel by car in Gilbert	Higher	83%	1	36	100
	Ease of travel by public transportation in Gilbert	Similar	24%	25	32	25
	Ease of travel by bicycle in Gilbert	Higher	61%	7	36	83
	Ease of walking in Gilbert	Higher	77%	3	35	94
	Well-planned residential growth	Similar	59%	4	9	66
	Well-planned commercial growth	Similar	69%	2	9	88
	Well-designed neighborhoods	Similar	77%	3	9	77
	Preservation of the historical or cultural character of the communi..	Similar	65%	4	9	66
	Public places where people want to spend time	Higher	84%	3	27	92
	Variety of housing options	Higher	65%	5	29	86
	Availability of affordable quality housing	Similar	36%	20	37	48
	Overall quality of new development in Gilbert	Higher	72%	4	30	90
	Overall appearance of Gilbert	Higher	94%	2	34	97
	Cleanliness of Gilbert	Much higher	91%	2	32	96
	Water resources (beaches, lakes, ponds, riverways, etc.)	Similar	53%	7	9	33
	Air quality	Similar	65%	17	27	40

Please also rate each of the following in the Gilbert community.	Availability of paths and walking trails	Higher	78%	6	30	83
	Fitness opportunities (including exercise classes and paths or trail..	Similar	78%	5	26	84
	Recreational opportunities	Similar	77%	10	31	70
	Availability of affordable quality food	Higher	84%	1	24	100
	Availability of affordable quality health care	Higher	72%	5	27	85
	Availability of preventive health services	Similar	75%	5	24	83
	Availability of affordable quality mental health care	Similar	51%	11	24	58
	Opportunities to attend cultural/arts/music activities	Similar	59%	12	29	62
	Community support for the arts	Similar	63%	4	9	66
	Availability of affordable quality childcare/preschool	Higher	64%	4	27	88
	K-12 education	Higher	80%	8	26	73
	Adult educational opportunities	Similar	58%	15	26	46
	Sense of civic/community pride	Similar	70%	3	9	77
	Neighborliness of residents in Gilbert	Similar	66%	2	27	96
	Opportunities to participate in social events and activities	Similar	67%	10	27	66
	Opportunities to attend special events and festivals	Similar	61%	14	27	51
	Opportunities to volunteer	Similar	67%	14	29	55
	Opportunities to participate in community matters	Similar	62%	12	29	62
	Openness and acceptance of the community toward people of dive..	Similar	62%	14	34	61
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the Town of Gilbert (in-person, phone, email, or web) fo..	Similar	39%	27	37	29
	Contacted Gilbert elected officials (in-person, phone, email, or we..	Similar	15%	22	27	22
	Attended a local public meeting (of local elected officials like Town..	Similar	18%	15	27	48
	Watched (online) a local public meeting	Similar	35%	10	27	66
	Volunteered your time to some group/activity in Gilbert	Similar	31%	20	28	32
	Campaigned or advocated for a local issue, cause, or candidate	Similar	19%	17	24	33
	Voted in your most recent local election	Higher	92%	1	9	100
	Used bus, rail, subway, or other public transportation instead of d..	Lower	10%	18	26	34
	Carpooled with other adults or children instead of driving alone	Higher	53%	6	26	80
	Walked or biked instead of driving	Similar	57%	10	27	66
Please rate the quality of each of the following services in Gilbert.	Public information services (Gilbert efforts to inform residents)	Similar	73%	8	29	75
	Economic development	Higher	79%	2	29	96





























**Please rate the quality of each of the following services in Gilbert.**





























Traffic enforcement	Higher	72%	2	38	97
Traffic signal timing	Higher	65%	1	28	100
Street repair	Higher	70%	3	34	94
Street cleaning	Higher	83%	2	28	96
Street lighting	Much higher	86%	1	28	100
Sidewalk maintenance	Much higher	86%	1	29	100
Bus or transit services	Similar	45%	18	26	34
Land use, planning, and zoning	Similar	55%	6	33	84
Code enforcement (weeds, abandoned buildings, etc.)	Higher	70%	1	37	100
Affordable high-speed internet access	Similar	52%	6	8	37
Garbage collection	Higher	91%	1	35	100
Drinking water	Similar	62%	17	32	50
Sewer services	Higher	90%	2	34	97
Storm water management (storm drainage, dams, levees, etc.)	Higher	83%	3	31	93
Power (electric and/or gas) utility	Similar	88%	2	18	94
Utility billing	Higher	81%	1	24	100
Police/Sheriff services	Similar	85%	10	50	82
Crime prevention	Higher	84%	2	38	97
Animal control	Higher	82%	3	34	94
Ambulance or emergency medical services	Similar	91%	9	33	75
Fire services	Similar	93%	8	38	81
Fire prevention and education	Similar	83%	4	28	89
Emergency preparedness (services that prepare the community fo..	Similar	70%	12	30	63
Preservation of natural areas (open space, farmlands, and greenb..	Similar	56%	14	28	53
Gilbert open space (i.e. Riparian Preserve at Water Ranch)	Higher	77%	3	26	92
Recycling	Similar	64%	29	42	33
Yard waste pick-up	Higher	84%	2	29	96
Town parks	Similar	90%	8	36	80
Recreation programs or classes	Similar	79%	7	35	82
Recreation centers or facilities	Higher	82%	3	30	93
Health services	Similar	81%	4	25	88
































Please rate the quality of each of the following services in Gilbert.	Public library services	Similar	87%	10	36	75
	Overall customer service by Gilbert employees (police, receptionis..	Higher	86%	8	46	84
Please rate the following categories of Gilbert government performance.	The value of services for the taxes paid to Gilbert	Higher	69%	2	46	97
	The overall direction that Gilbert is taking	Similar	62%	6	35	85
	The job Gilbert government does at welcoming resident involveme..	Similar	63%	5	32	87
	Overall confidence in Gilbert government	Higher	64%	3	29	93
	Generally acting in the best interest of the community	Similar	66%	5	29	86
	Being honest	Higher	60%	3	27	92
	Being open and transparent to the public	Similar	59%	4	9	66
	Informing residents about issues facing the community	Similar	56%	5	9	55
	Treating all residents fairly	Similar	64%	6	28	82
	Treating residents with respect	Similar	71%	3	9	77
Overall, how would you rate the quality of the services provided by each ..	The Town of Gilbert	Similar	81%	6	45	88
	The Federal Government	Similar	37%	18	25	32
Please rate how important, if at all, you think it is for the Gilbert community to focus on each of the following in the coming two years.	Overall economic health of Gilbert	Similar	92%	3	25	91
	Overall quality of the transportation system (auto, bicycle, foot, b..	Similar	69%	9	9	11
	Overall design or layout of Gilbert's residential and commercial ar..	Similar	77%	10	25	62
	Overall quality of the utility infrastructure in Gilbert (water, sewe..	Similar	91%	4	9	66
	Overall feeling of safety in Gilbert	Similar	90%	13	25	50
	Overall quality of natural environment in Gilbert	Similar	78%	14	25	45
	Overall quality of parks and recreation opportunities	Similar	79%	5	9	55
	Overall health and wellness opportunities in Gilbert	Similar	66%	24	25	4
	Overall opportunities for education, culture, and the arts	Similar	72%	21	25	16
In general, how many times do you:	Access the internet from your home using a computer, laptop, or t..	Similar	99%	1	9	100
	Access the internet from your cell phone	Similar	97%	1	9	100
	Use or check email	Similar	99%	1	9	100
	Share your opinions online	Lower	23%	9	9	11
	Shop online	Similar	65%	4	9	66
	Please rate your overall health.	Higher	81%	1	26	100
	What impact, if any, do you think the economy will have on your fa..	Higher	46%	2	26	96

## Complete set of frequencies
































This dashboard contains a complete set of responses to each question on the survey. By default, "Don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.
































<b>Please rate each of the following aspects of quality of life in Gilbert.</b>	Gilbert as a place to live	Excellent		61%
		Good		38%
		Fair		1%
		Poor		0%
	Your neighborhood as a place to live	Excellent		51%
		Good		44%
		Fair		5%
		Poor		0%
	Gilbert as a place to raise children	Excellent		60%
		Good		35%
		Fair		5%
		Poor		0%
	Gilbert as a place to work	Excellent		37%
		Good		44%
		Fair		17%
		Poor		1%
	Gilbert as a place to visit	Excellent		33%
		Good		46%
		Fair		18%
		Poor		3%
	Gilbert as a place to retire	Excellent		41%
		Good		39%
		Fair		14%
		Poor		6%
	The overall quality of life in Gilbert	Excellent		52%
		Good		45%
		Fair		2%
		Poor		0%

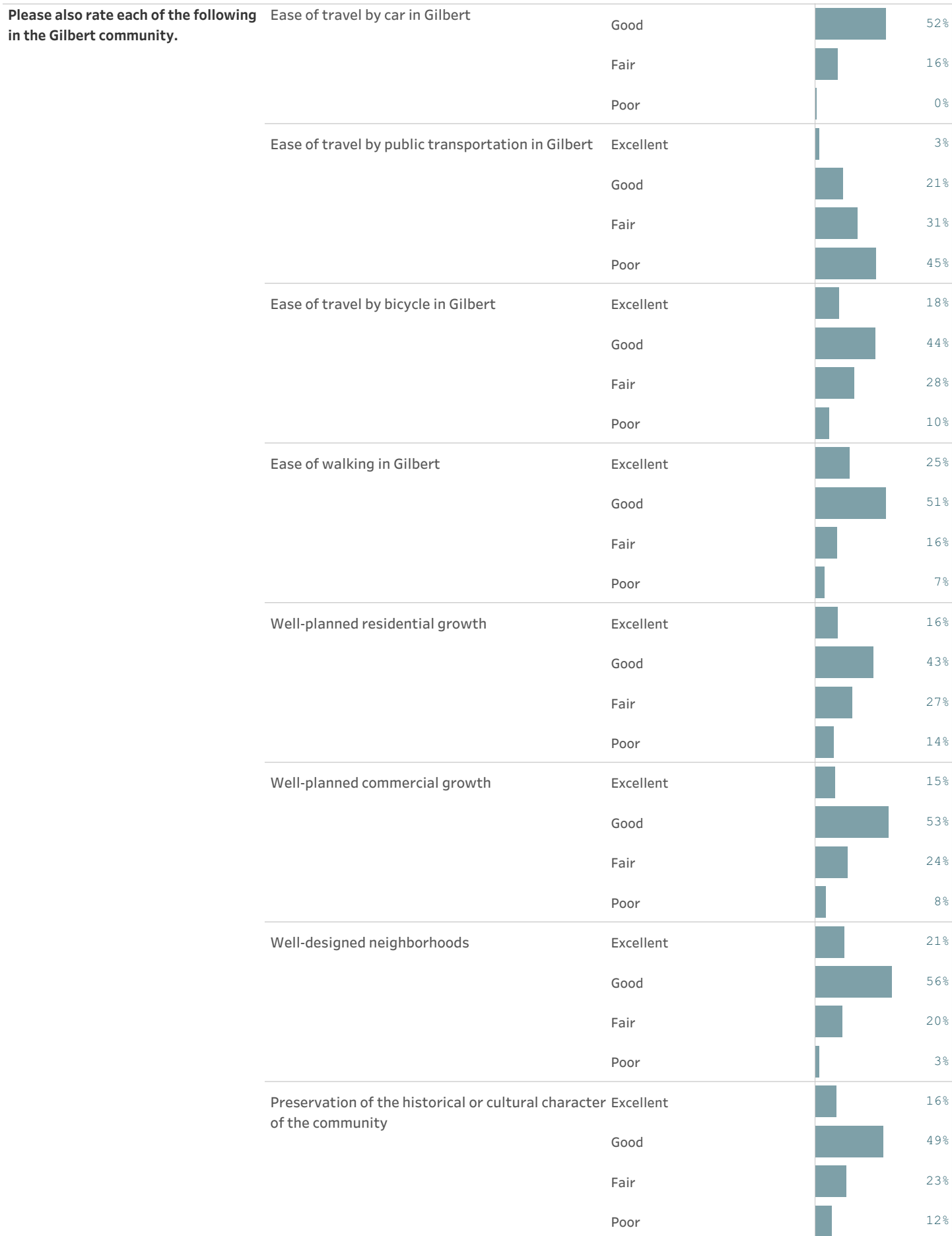
<b>Please rate each of the following aspects of quality of life in Gilbert.</b>	Sense of community	Excellent		30%
		Good		44%
		Fair		23%
		Poor		3%
<b>Please rate each of the following characteristics as they relate to Gilbert as a whole.</b>	Overall economic health of Gilbert	Excellent		35%
		Good		58%
		Fair		7%
		Poor		0%
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Gilbert	Excellent		13%
		Good		49%
		Fair		23%
		Poor		14%
	Overall design or layout of Gilbert's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Excellent		24%
		Good		53%
		Fair		21%
		Poor		2%
	Overall quality of the utility infrastructure in Gilbert (water, sewer, storm water, electric, gas)	Excellent		33%
		Good		53%
		Fair		14%
		Poor		0%
	Overall feeling of safety in Gilbert	Excellent		45%
		Good		47%
		Fair		7%
		Poor		1%
	Overall quality of natural environment in Gilbert	Excellent		26%
		Good		56%
		Fair		16%
		Poor		3%
	Overall quality of parks and recreation opportunities	Excellent		41%
		Good		47%
		Fair		11%

Please rate each of the following characteristics as they relate to Gilbert as a whole.	Overall quality of parks and recreation opportunities	Poor		1%
	Overall health and wellness opportunities in Gilbert	Excellent		32%
		Good		51%
		Fair		13%
		Poor		3%
	Overall opportunities for education, culture, and the arts	Excellent		15%
		Good		44%
		Fair		36%
		Poor		5%
	Residents' connection and engagement with their community	Excellent		15%
		Good		50%
		Fair		27%
		Poor		8%
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Gilbert to someone who asks	Very likely		70%
		Somewhat likely		26%
		Somewhat unlikely		3%
		Very unlikely		1%
	Remain in Gilbert for the next five years	Very likely		66%
		Somewhat likely		24%
		Somewhat unlikely		4%
		Very unlikely		6%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		80%
		Somewhat safe		16%
		Neither safe nor unsafe		4%
	In Gilbert's downtown (Heritage District) during the day	Very safe		74%
		Somewhat safe		21%
		Neither safe nor unsafe		3%
		Somewhat unsafe		2%
	From property crime	Very safe		38%
		Somewhat safe		51%
		Neither safe nor unsafe		11%

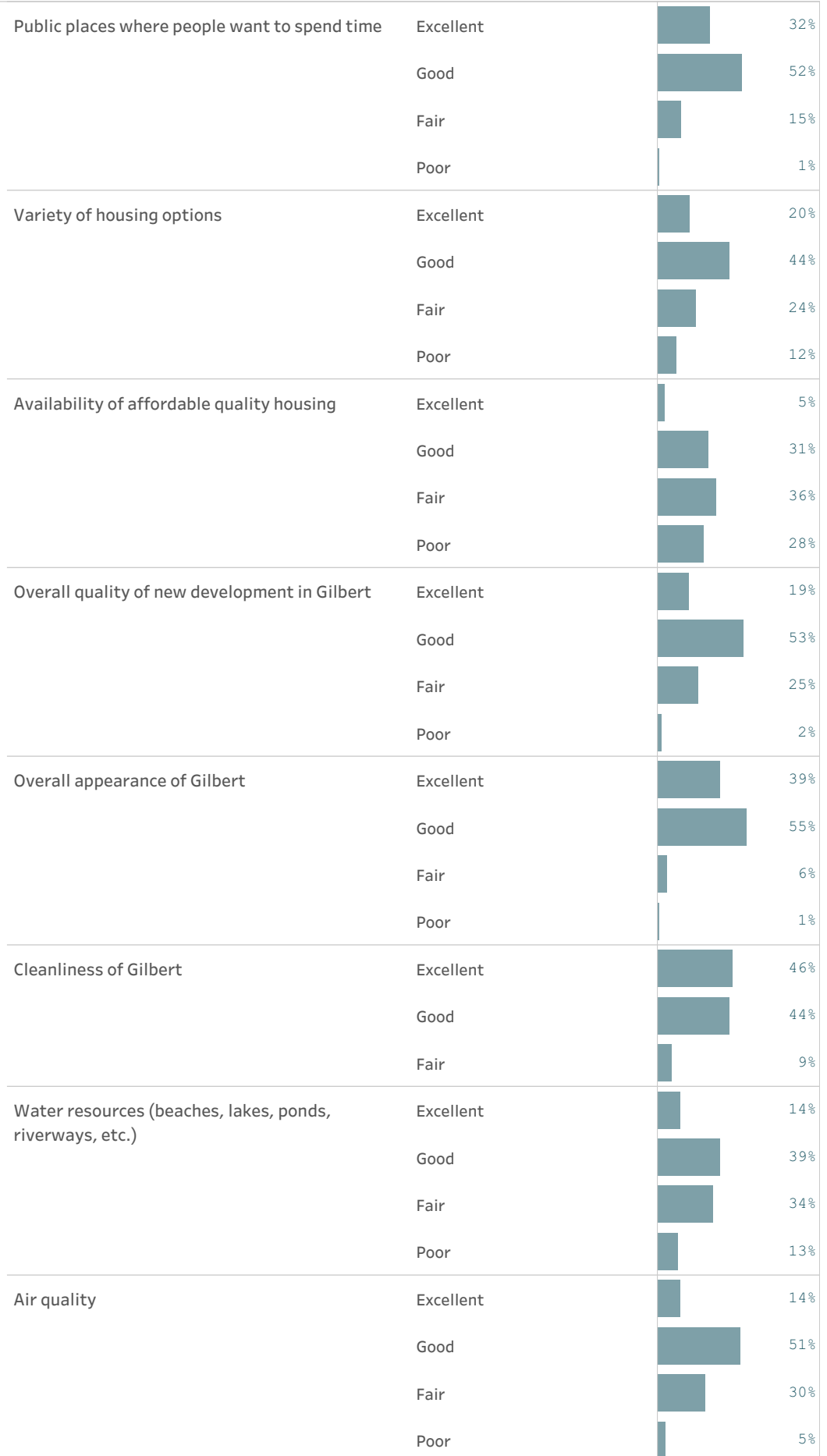


<b>Please rate how safe or unsafe you feel:</b>	From property crime	Somewhat unsafe		1%
		Very unsafe		0%
	From violent crime	Very safe		64%
		Somewhat safe		29%
		Neither safe nor unsafe		7%
		Somewhat unsafe		1%
	From fire, flood, or other natural disaster	Very safe		75%
		Somewhat safe		23%
		Neither safe nor unsafe		2%
		Somewhat unsafe		0%
<b>Please rate the job you feel the Gilbert community does at each of the following.</b>	Making all residents feel welcome	Excellent		26%
		Good		52%
		Fair		18%
		Poor		4%
	Attracting people from diverse backgrounds	Excellent		15%
		Good		43%
		Fair		28%
		Poor		14%
	Valuing/respecting residents from diverse backgrounds	Excellent		23%
		Good		43%
		Fair		21%
		Poor		13%
	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Excellent		18%
		Good		39%
		Fair		27%
		Poor		15%
<b>Please rate each of the following in the Gilbert community.</b>	Overall quality of business and service establishments in Gilbert	Excellent		41%
		Good		54%
		Fair		5%
		Poor		1%
	Variety of business and service establishments in Gilbert	Excellent		38%

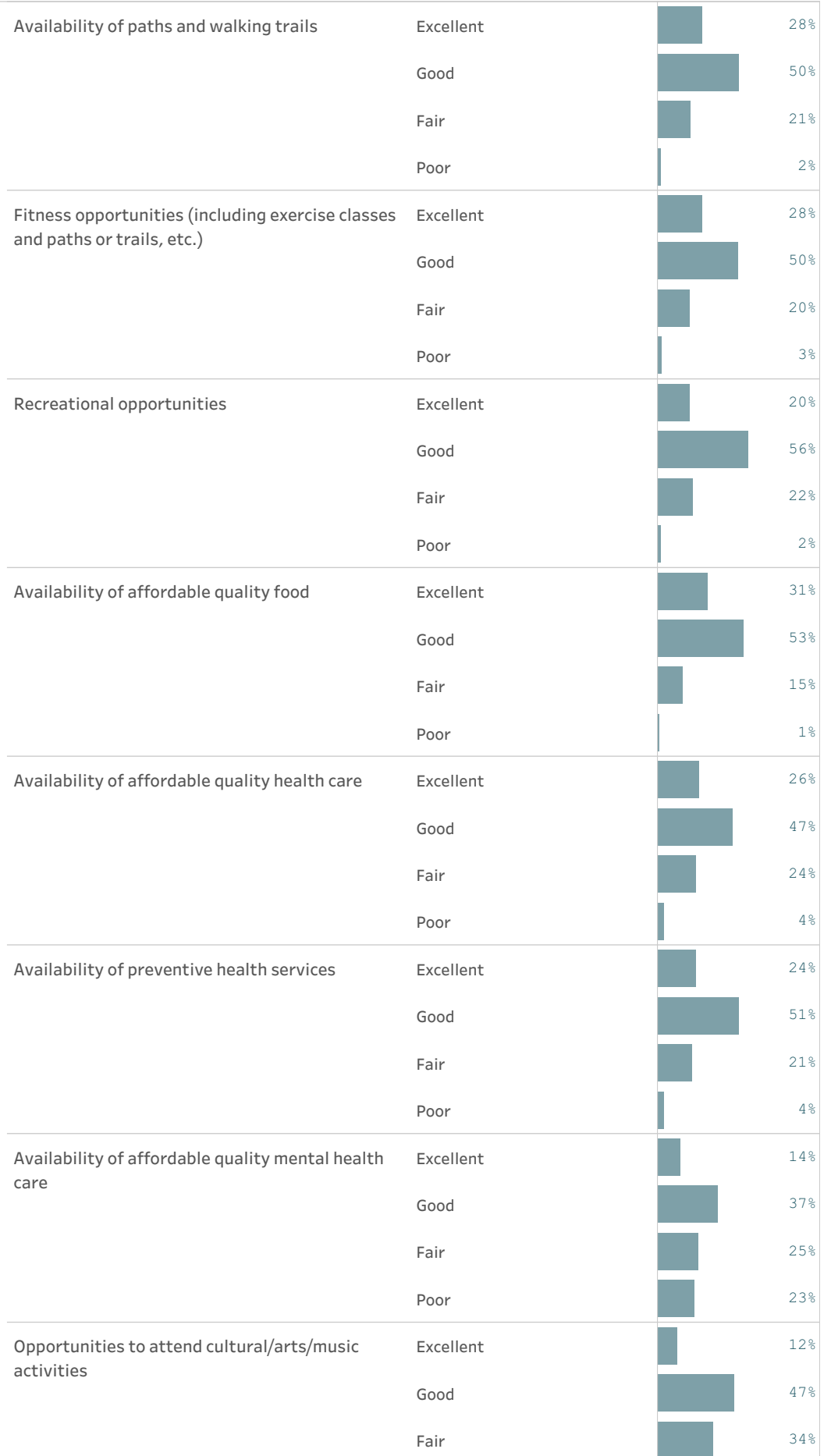
Please rate each of the following in the Gilbert community.	Variety of business and service establishments in Gilbert	Good		44%
		Fair		17%
		Poor		1%
	Vibrancy of downtown (Heritage District)	Excellent		44%
		Good		47%
		Fair		10%
	Employment opportunities	Excellent		14%
		Good		54%
		Fair		29%
		Poor		3%
	Shopping opportunities	Excellent		43%
		Good		42%
		Fair		14%
		Poor		2%
	Cost of living in Gilbert	Excellent		7%
		Good		41%
		Fair		42%
		Poor		11%
	Overall image or reputation of Gilbert	Excellent		47%
		Good		44%
		Fair		8%
		Poor		1%
Please also rate each of the following in the Gilbert community.	Traffic flow on major streets	Excellent		12%
		Good		50%
		Fair		29%
		Poor		9%
	Ease of public parking	Excellent		23%
		Good		52%
		Fair		21%
		Poor		4%
	Ease of travel by car in Gilbert	Excellent		31%

































































Please also rate each of the following in the Gilbert community.


































Please also rate each of the following in the Gilbert community.



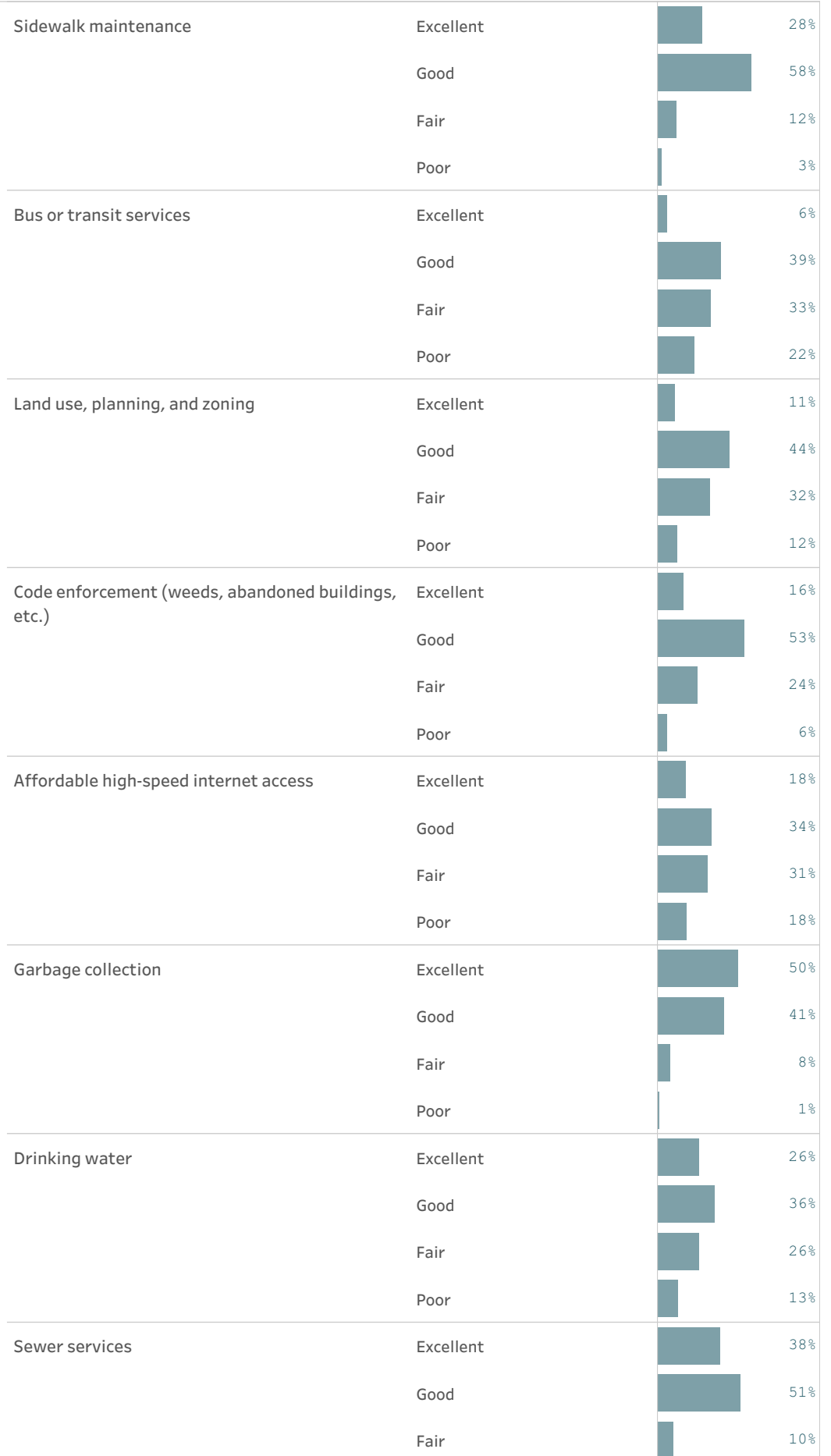
Please also rate each of the following in the Gilbert community.	Opportunities to attend cultural/arts/music activities	Poor		7%
	Community support for the arts	Excellent		13%
		Good		49%
		Fair		34%
		Poor		4%
	Availability of affordable quality childcare/preschool	Excellent		12%
		Good		51%
		Fair		20%
		Poor		17%
	K-12 education	Excellent		25%
		Good		55%
		Fair		16%
		Poor		4%
	Adult educational opportunities	Excellent		12%
		Good		46%
		Fair		31%
		Poor		11%
	Sense of civic/community pride	Excellent		24%
		Good		46%
		Fair		24%
		Poor		5%
	Neighborliness of residents in Gilbert	Excellent		18%
		Good		49%
		Fair		28%
		Poor		5%
	Opportunities to participate in social events and activities	Excellent		18%
		Good		49%
		Fair		24%
		Poor		9%
	Opportunities to attend special events and festivals	Excellent		17%
		Good		44%

<b>Please also rate each of the following in the Gilbert community.</b>	Opportunities to attend special events and festivals	Fair		27%
		Poor		11%
	Opportunities to volunteer	Excellent		24%
		Good		43%
		Fair		26%
		Poor		7%
	Opportunities to participate in community matters	Excellent		17%
		Good		44%
		Fair		30%
		Poor		9%
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		17%
		Good		45%
		Fair		25%
		Poor		13%
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the Town of Gilbert (in-person, phone, email, or web) for help or information	No		61%
		Yes		39%
	Contacted Gilbert elected officials (in-person, phone, email, or web) to express your opinion	No		85%
		Yes		15%
	Attended a local public meeting (of local elected officials like Town Council or County Commissioners, advisory boards, town halls, HOA meetings, etc.)	No		82%
		Yes		18%
	Watched (online) a local public meeting	No		65%
		Yes		35%
	Volunteered your time to some group/activity in Gilbert	No		69%
		Yes		31%
	Campaigned or advocated for a local issue, cause, or candidate	No		81%
		Yes		19%
	Voted in your most recent local election	No		8%
		Yes		92%
	Used bus, rail, subway, or other public transportation instead of driving	No		90%
		Yes		10%
	Carpooled with other adults or children instead of driving alone	No		48%
































<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Carpooled with other adults or children instead of driving alone	Yes		52%
	Walked or biked instead of driving	No		42%
		Yes		58%
<b>Please rate the quality of each of the following services in Gilbert.</b>	Public information services (Gilbert efforts to inform residents)	Excellent		23%
		Good		49%
		Fair		18%
		Poor		10%
	Economic development	Excellent		26%
		Good		53%
		Fair		19%
		Poor		2%
	Traffic enforcement	Excellent		18%
		Good		54%
		Fair		22%
		Poor		6%
	Traffic signal timing	Excellent		15%
		Good		50%
		Fair		26%
		Poor		9%
	Street repair	Excellent		16%
		Good		54%
		Fair		22%
		Poor		8%
	Street cleaning	Excellent		28%
		Good		55%
		Fair		15%
		Poor		1%
	Street lighting	Excellent		28%
		Good		58%
		Fair		12%
		Poor		2%
































































Please rate the quality of each of the following services in Gilbert.

































































Please rate the quality of each of the following services in Gilbert.	Sewer services	Poor		1%
	Storm water management (storm drainage, dams, levees, etc.)	Excellent		36%
		Good		47%
		Fair		14%
		Poor		3%
	Power (electric and/or gas) utility	Excellent		37%
		Good		52%
		Fair		11%
		Poor		1%
	Utility billing	Excellent		31%
		Good		50%
		Fair		17%
		Poor		2%
	Police/Sheriff services	Excellent		37%
		Good		48%
		Fair		12%
		Poor		3%
	Crime prevention	Excellent		32%
		Good		51%
		Fair		15%
		Poor		2%
	Animal control	Excellent		34%
		Good		48%
		Fair		15%
		Poor		4%
	Ambulance or emergency medical services	Excellent		46%
		Good		46%
		Fair		7%
		Poor		2%
	Fire services	Excellent		49%
		Good		44%
































Please rate the quality of each of the following services in Gilbert.	Fire services	Fair		7%
		Poor		0%
Fire prevention and education		Excellent		41%
		Good		42%
		Fair		9%
		Poor		7%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)		Excellent		27%
		Good		43%
		Fair		21%
		Poor		9%
Preservation of natural areas (open space, farmlands, and greenbelts)		Excellent		21%
		Good		35%
		Fair		26%
		Poor		18%
Gilbert open space (i.e. Riparian Preserve at Water Ranch)		Excellent		40%
		Good		37%
		Fair		21%
		Poor		2%
Recycling		Excellent		31%
		Good		33%
		Fair		27%
		Poor		10%
Yard waste pick-up		Excellent		45%
		Good		38%
		Fair		12%
		Poor		5%
Town parks		Excellent		40%
		Good		50%
		Fair		8%
		Poor		2%
Recreation programs or classes		Excellent		26%

<b>Please rate the quality of each of the following services in Gilbert.</b>	Recreation programs or classes	Good		53%
		Fair		17%
		Poor		4%
	Recreation centers or facilities	Excellent		31%
		Good		51%
		Fair		15%
		Poor		3%
	Health services	Excellent		24%
		Good		57%
		Fair		16%
		Poor		3%
	Public library services	Excellent		42%
		Good		45%
		Fair		10%
		Poor		4%
	Overall customer service by Gilbert employees (police, receptionists, planners, etc.)	Excellent		34%
		Good		52%
		Fair		11%
		Poor		4%
<b>Please rate the following categories of Gilbert government performance.</b>	The value of services for the taxes paid to Gilbert	Excellent		16%
		Good		53%
		Fair		27%
		Poor		4%
	The overall direction that Gilbert is taking	Excellent		19%
		Good		43%
		Fair		32%
		Poor		6%
	The job Gilbert government does at welcoming resident involvement	Excellent		13%
		Good		50%
		Fair		25%
		Poor		12%

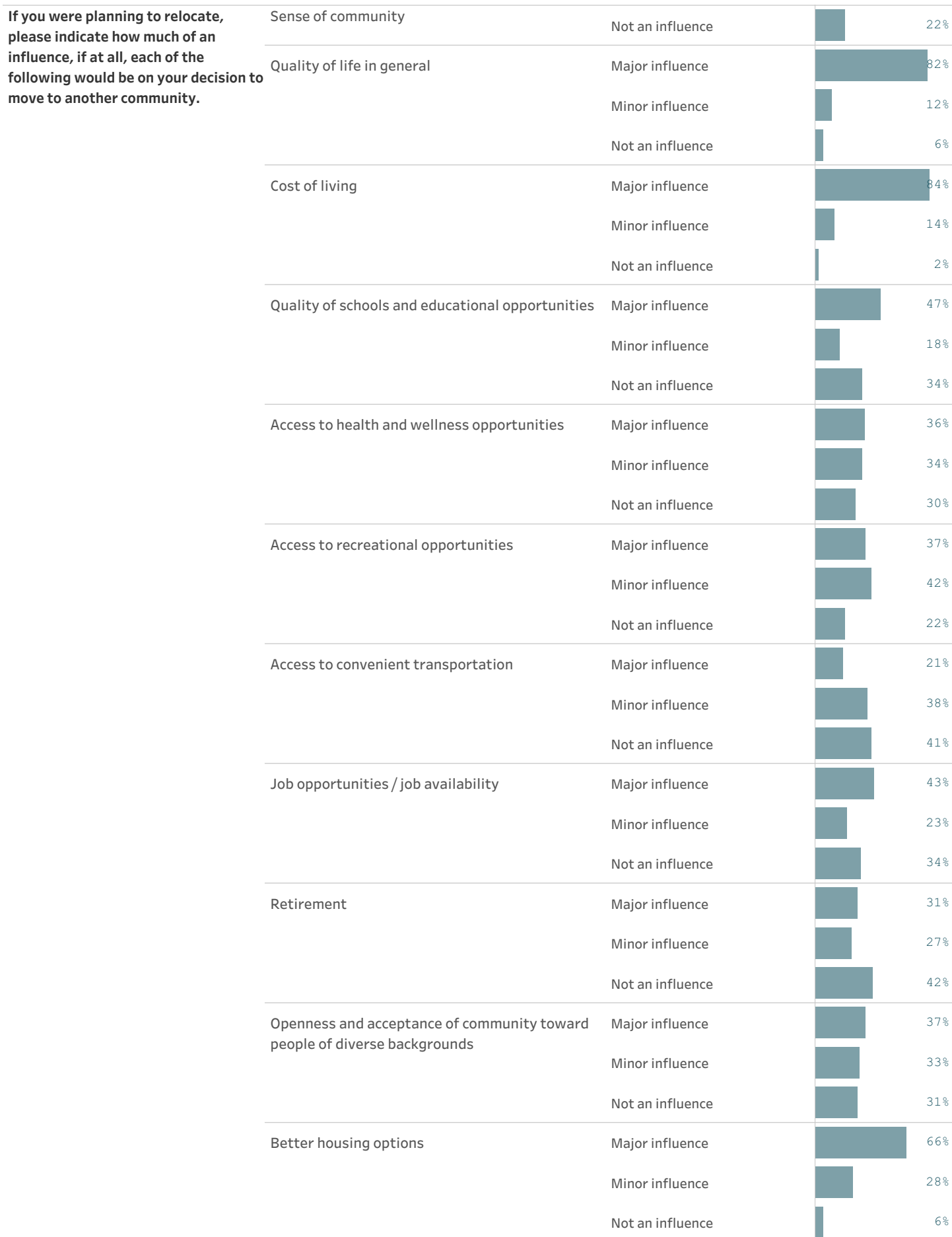
<b>Please rate the following categories of Gilbert government performance.</b>	Overall confidence in Gilbert government	Excellent		18%
		Good		46%
		Fair		25%
		Poor		11%
	Generally acting in the best interest of the community	Excellent		19%
		Good		47%
		Fair		24%
		Poor		10%
	Being honest	Excellent		19%
		Good		41%
		Fair		34%
		Poor		6%
	Being open and transparent to the public	Excellent		17%
		Good		42%
		Fair		31%
		Poor		10%
	Informing residents about issues facing the community	Excellent		15%
		Good		41%
		Fair		29%
		Poor		15%
	Treating all residents fairly	Excellent		19%
		Good		45%
		Fair		24%
		Poor		12%
	Treating residents with respect	Excellent		26%
		Good		45%
		Fair		22%
		Poor		7%
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The Town of Gilbert	Excellent		25%
		Good		56%
		Fair		17%
















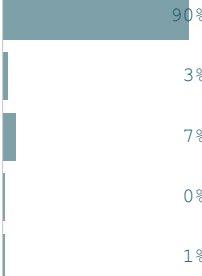









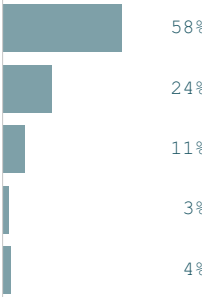





<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The Town of Gilbert	Poor		2%
	The Federal Government	Excellent		7%
		Good		30%
		Fair		38%
		Poor		25%
<b>Please rate how important, if at all, you think it is for the Gilbert community to focus on each of the following in the coming two years.</b>	Overall economic health of Gilbert	Essential		58%
		Very important		35%
		Somewhat important		8%
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Gilbert	Essential		24%
		Very important		45%
		Somewhat important		30%
		Not at all important		1%
	Overall design or layout of Gilbert's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Essential		34%
		Very important		44%
		Somewhat important		20%
		Not at all important		3%
	Overall quality of the utility infrastructure in Gilbert (water, sewer, storm water, electric, gas)	Essential		56%
		Very important		35%
		Somewhat important		9%
	Overall feeling of safety in Gilbert	Essential		61%
		Very important		29%
		Somewhat important		9%
		Not at all important		0%
	Overall quality of natural environment in Gilbert	Essential		36%
		Very important		42%
		Somewhat important		22%
		Not at all important		0%
	Overall quality of parks and recreation opportunities	Essential		29%
		Very important		50%
		Somewhat important		20%
		Not at all important		1%

Please rate how important, if at all, you think it is for the Gilbert community to focus on each of the following in the coming two years.	Overall health and wellness opportunities in Gilbert	Essential		22%
		Very important		44%
		Somewhat important		31%
		Not at all important		3%
	Overall opportunities for education, culture, and the arts	Essential		29%
		Very important		43%
		Somewhat important		26%
		Not at all important		2%
	Residents' connection and engagement with their community	Essential		19%
		Very important		39%
		Somewhat important		40%
		Not at all important		2%
Please indicate how much of an influence, if at all, each of the following had on your choice to live in Gilbert.	Sense of community	Major influence		34%
		Minor influence		40%
		Not an influence		27%
	Quality of life in general	Major influence		80%
		Minor influence		19%
		Not an influence		1%
	Cost of living	Major influence		51%
		Minor influence		36%
		Not an influence		13%
	Quality of schools and educational opportunities	Major influence		54%
		Minor influence		17%
		Not an influence		29%
	Access to health and wellness opportunities	Major influence		24%
		Minor influence		40%
		Not an influence		36%
	Access to recreational opportunities	Major influence		30%
		Minor influence		46%
		Not an influence		24%
	Access to convenient transportation	Major influence		15%
































Please indicate how much of an influence, if at all, each of the following had on your choice to live in Gilbert.	Access to convenient transportation	Minor influence		31%
		Not an influence		54%
	Housing options	Major influence		65%
		Minor influence		28%
		Not an influence		7%
	Job opportunities / job availability	Major influence		24%
		Minor influence		35%
		Not an influence		42%
	Close to work	Major influence		41%
		Minor influence		33%
		Not an influence		25%
	Close to friends and/or family / grew up in Gilbert	Major influence		38%
		Minor influence		21%
		Not an influence		41%
	Retirement	Major influence		23%
		Minor influence		13%
		Not an influence		64%
If you were planning to relocate, please indicate how much of an influence, if at all, each of the following had on your choice to relocate to Gilbert.	For the weather / climate	Major influence		29%
		Minor influence		27%
		Not an influence		44%
	Feeling safe in Gilbert	Major influence		76%
		Minor influence		17%
		Not an influence		7%
	Image or reputation of Gilbert	Major influence		59%
		Minor influence		29%
		Not an influence		12%
	Openness and acceptance of community toward people of diverse backgrounds	Major influence		24%
		Minor influence		33%
		Not an influence		44%
	Sense of community	Major influence		37%
		Minor influence		42%



















<p><b>If you were planning to relocate, please indicate how much of an influence, if at all, each of the following would be on your decision to move to another community.</b></p>	Move closer to work	Major influence		40%
		Minor influence		27%
		Not an influence		32%
	Close to friends and/or family / grew up in other community Gilbert	Major influence		35%
		Minor influence		27%
		Not an influence		38%
	Different weather / climate	Major influence		33%
		Minor influence		31%
		Not an influence		36%
	Feeling safer in other communities	Major influence		53%
		Minor influence		24%
		Not an influence		23%
	Image or reputation of new community	Major influence		45%
		Minor influence		33%
		Not an influence		22%
<p><b>In general, how many times do you:</b></p>	Access the internet from your home using a computer, laptop, or tablet computer	Several times a day		90%
		Once a day		3%
		A few times a week		7%
		Every few weeks		0%
		Less often or never		1%
	Access the internet from your cell phone	Several times a day		95%
		Once a day		2%
		A few times a week		1%
		Every few weeks		0%
		Less often or never		3%
	Recycle	Several times a day		58%
		Once a day		24%
		A few times a week		11%
		Every few weeks		3%
		Less often or never		4%
	Use or check email	Several times a day		80%

In general, how many times do you:	Use or check email	Once a day	<div></div>	14%
		A few times a week	<div></div>	6%
		Every few weeks	<div></div>	0%
		Less often or never	<div></div>	0%
	Share your opinions online	Several times a day	<div></div>	6%
		Once a day	<div></div>	4%
		A few times a week	<div></div>	13%
		Every few weeks	<div></div>	21%
		Less often or never	<div></div>	56%
	Shop online	Several times a day	<div></div>	11%
		Once a day	<div></div>	11%
		A few times a week	<div></div>	43%
		Every few weeks	<div></div>	28%
		Less often or never	<div></div>	7%
	Purchase goods from stores in Gilbert	Several times a day	<div></div>	6%
		Once a day	<div></div>	11%
		A few times a week	<div></div>	71%
		Every few weeks	<div></div>	10%
Less often or never		<div></div>	2%	
Please rate your overall health.	Excellent	<div></div>	37%	
	Very good	<div></div>	45%	
	Good	<div></div>	15%	
	Fair	<div></div>	4%	
	Poor	<div></div>	0%	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Very positive	<div></div>	15%	
	Somewhat positive	<div></div>	31%	
	Neutral	<div></div>	38%	
	Somewhat negative	<div></div>	15%	
	Very negative	<div></div>	1%	
How many years have you lived in Gilbert?	Less than 2 years	<div></div>	15%	
	2-5 years	<div></div>	22%	

How many years have you lived in Gilbert?	6-10 years		22%
	11-20 years		25%
	More than 20 years		16%
Which best describes the building you live in?	One family house detached from any other houses		86%
	Building with two or more homes (duplex, townhome, apa..		12%
	Other		1%
Do you rent or own your home?	Rent		28%
	Own		72%
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?	Less than \$500		4%
	\$500 to \$999		7%
	\$1,000 to \$1,499		18%
	\$1,500 to \$1,999		38%
	\$2,000 to \$2,499		18%
	\$2,500 to \$2,999		8%
	\$3,000 to \$3,499		4%
	\$3,500 or more		3%
Do any children 17 or under live in your household?	No		48%
	Yes		52%
Are you or any other members of your household aged 65 or older?	No		80%
	Yes		20%
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		3%
	\$25,000 to \$49,999		8%
	\$50,000 to \$74,999		19%
	\$75,000 to \$99,999		13%
	\$100,000 to \$149,999		20%
	\$150,000 or more		38%
Are you Spanish, Hispanic, or Latino?	No, not Spanish, Hispanic, or Latino		85%
	Yes, I consider myself to be Spanish, Hispanic, or Latino		15%
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		1%
	Asian, Asian Indian, or Pacific Islander		7%
	Black or African American		4%

What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	White		86%
	Other		4%
In which category is your age?	18-24 years		3%
	25-34 years		23%
	35-44 years		24%
	45-54 years		23%
	55-64 years		14%
	65-74 years		9%
	75 years or older		4%
What is your gender?	Female		57%
	Male		43%
	Identify in another way		0%
Do you work inside the boundaries of Gilbert?	Yes, from home		34%
	No		66%

## Comparison of Responses by Respondent Characteristics

This dashboard allows the user to specify which demographics to include in the table using the dropdown menu below. Responses have been summarized to show only the proportion of respondents giving a positive answer; for example, the percent of respondents who rated the quality of life as excellent or good.

In the "Statistical significance" tab, you will find a tool to help determine the threshold values for statistically significant differences between groups.

		North	South
Please rate each of the following aspects of quality of life in Gilbert.	Gilbert as a place to live	99%	98%
	Your neighborhood as a place to live	94%	96%
	Gilbert as a place to raise children	94%	97%
	Gilbert as a place to work	83%	80%
	Gilbert as a place to visit	77%	82%
	Gilbert as a place to retire	79%	81%
	The overall quality of life in Gilbert	98%	96%
	Sense of community	66%	83%
Please rate each of the following characteristics as they relate to Gilbert as a whole.	Overall economic health of Gilbert	91%	96%
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Gilbert	60%	65%
	Overall design or layout of Gilbert's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	79%	73%
	Overall quality of the utility infrastructure in Gilbert (water, sewer, storm water, electric, gas)	83%	91%
	Overall feeling of safety in Gilbert	90%	94%
	Overall quality of natural environment in Gilbert	86%	75%
	Overall quality of parks and recreation opportunities	87%	90%
	Overall health and wellness opportunities in Gilbert	82%	86%
	Overall opportunities for education, culture, and the arts	51%	71%

<b>characteristics as they relate to Gilbert as a whole.</b>	Residents' connection and engagement with their community	59%	73%
<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Recommend living in Gilbert to someone who asks	98%	93%
	Remain in Gilbert for the next five years	90%	91%
<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day	94%	98%
	In Gilbert's downtown (Heritage District) during the day	92%	99%
	From property crime	84%	95%
	From violent crime	89%	97%
	From fire, flood, or other natural disaster	97%	99%
<b>Please rate the job you feel the Gilbert community does at each of the following.</b>	Making all residents feel welcome	71%	89%
	Attracting people from diverse backgrounds	53%	65%
	Valuing/respecting residents from diverse backgrounds	61%	75%
	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	52%	67%
<b>Please rate each of the following in the Gilbert community.</b>	Overall quality of business and service establishments in Gilbert	92%	97%
	Variety of business and service establishments in Gilbert	80%	84%
	Vibrancy of downtown (Heritage District)	88%	94%
	Employment opportunities	71%	67%
	Shopping opportunities	83%	87%
	Cost of living in Gilbert	45%	51%
	Overall image or reputation of Gilbert	90%	92%
<b>Please also rate each of the following in the Gilbert community.</b>	Traffic flow on major streets	66%	56%
	Ease of public parking	78%	70%
	Ease of travel by car in Gilbert	83%	83%
	Ease of travel by public transportation in Gilbert	23%	25%
	Ease of travel by bicycle in Gilbert	60%	63%

**Please also rate each of the following in the Gilbert community.**

Ease of walking in Gilbert	81%	71%
Well-planned residential growth	61%	57%
Well-planned commercial growth	70%	66%
Well-designed neighborhoods	74%	82%
Preservation of the historical or cultural character of the community	64%	67%
Public places where people want to spend time	82%	86%
Variety of housing options	65%	63%
Availability of affordable quality housing	34%	38%
Overall quality of new development in Gilbert	77%	66%
Overall appearance of Gilbert	92%	96%
Cleanliness of Gilbert	87%	97%
Water resources (beaches, lakes, ponds, riverways, etc.)	57%	48%
Air quality	67%	63%
Availability of paths and walking trails	82%	72%
Fitness opportunities (including exercise classes and paths or trails, etc.)	82%	72%
Recreational opportunities	79%	74%
Availability of affordable quality food	85%	82%
Availability of affordable quality health care	76%	67%
Availability of preventive health services	78%	71%
Availability of affordable quality mental health care	53%	50%
Opportunities to attend cultural/arts/music activities	57%	63%
Community support for the arts	64%	61%
Availability of affordable quality childcare/preschool	68%	58%
K-12 education	73%	88%



<b>Please also rate each of the following in the Gilbert community.</b>	Adult educational opportunities	48%	71%
	Sense of civic/community pride	68%	74%
	Neighborliness of residents in Gilbert	64%	70%
	Opportunities to participate in social events and activities	66%	68%
	Opportunities to attend special events and festivals	58%	66%
	Opportunities to volunteer	67%	67%
	Opportunities to participate in community matters	62%	62%
	Openness and acceptance of the community toward people of diverse backgrounds	60%	67%
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the Town of Gilbert (in-person, phone, email, or web) for help or information	41%	36%
	Contacted Gilbert elected officials (in-person, phone, email, or web) to express your opinion	17%	12%
	Attended a local public meeting (of local elected officials like Town Council or County Commissioners, advisory boards, town ..	21%	15%
	Watched (online) a local public meeting	39%	30%
	Volunteered your time to some group/activity in Gilbert	35%	26%
	Campaigned or advocated for a local issue, cause, or candidate	21%	16%
	Voted in your most recent local election	92%	92%
	Used bus, rail, subway, or other public transportation instead of driving	14%	5%
	Carpooled with other adults or children instead of driving alone	52%	54%
	Walked or biked instead of driving	62%	50%
<b>Please rate the quality of each of the following services in Gilbert.</b>	Public information services (Gilbert efforts to inform residents)	71%	75%
	Economic development	76%	83%
	Traffic enforcement	71%	74%
	Traffic signal timing	67%	63%
	Street repair	70%	69%
	Street cleaning	82%	85%

Please rate the quality of each of the following services in Gilbert.	Street lighting	85%	89%
	Sidewalk maintenance	82%	92%
	Bus or transit services	45%	44%
	Land use, planning, and zoning	57%	53%
	Code enforcement (weeds, abandoned buildings, etc.)	69%	71%
	Affordable high-speed internet access	50%	54%
	Garbage collection	89%	95%
	Drinking water	58%	66%
	Sewer services	87%	94%
	Storm water management (storm drainage, dams, levees, etc.)	80%	87%
	Power (electric and/or gas) utility	85%	93%
	Utility billing	77%	88%
	Police/Sheriff services	82%	89%
	Crime prevention	81%	87%
	Animal control	82%	80%
	Ambulance or emergency medical services	88%	96%
	Fire services	90%	97%
	Fire prevention and education	79%	90%
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	67%	74%
	Preservation of natural areas (open space, farmlands, and greenbelts)	59%	52%
	Gilbert open space (i.e. Riparian Preserve at Water Ranch)	81%	73%
	Recycling	64%	63%
	Yard waste pick-up	81%	88%
	Town parks	84%	98%

<b>Please rate the quality of each of the following services in Gilbert.</b>	Recreation programs or classes	77%	82%
	Recreation centers or facilities	79%	85%
	Health services	81%	80%
	Public library services	83%	93%
	Overall customer service by Gilbert employees (police, receptionists, planners, etc.)	84%	88%
<b>Please rate the following categories of Gilbert government performance.</b>	The value of services for the taxes paid to Gilbert	67%	73%
	The overall direction that Gilbert is taking	63%	61%
	The job Gilbert government does at welcoming resident involvement	62%	65%
	Overall confidence in Gilbert government	62%	66%
	Generally acting in the best interest of the community	61%	73%
	Being honest	60%	59%
	Being open and transparent to the public	57%	61%
	Informing residents about issues facing the community	54%	59%
	Treating all residents fairly	62%	67%
	Treating residents with respect	70%	73%
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The Town of Gilbert	74%	89%
	The Federal Government	37%	36%
<b>Please rate how important, if at all, you think it is for the Gilbert community to focus on each of the following in the coming two years.</b>	Overall economic health of Gilbert	90%	95%
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Gilbert	67%	72%
	Overall design or layout of Gilbert's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	72%	85%
	Overall quality of the utility infrastructure in Gilbert (water, sewer, storm water, electric, gas)	88%	95%
	Overall feeling of safety in Gilbert	87%	95%
	Overall quality of natural environment in Gilbert	77%	80%
	Overall quality of parks and recreation opportunities	75%	85%

<b>Please rate how important, if at all, you think it is for the Gilbert community to focus on each of the following in the coming two years.</b>	Overall health and wellness opportunities in Gilbert	58%	77%
	Overall opportunities for education, culture, and the arts	70%	76%
	Residents' connection and engagement with their community	60%	56%
<b>Please indicate how much of an influence, if at all, each of the following had on your choice to live in Gilbert.</b>	Sense of community	69%	79%
	Quality of life in general	98%	99%
	Cost of living	84%	93%
	Quality of schools and educational opportunities	71%	71%
	Access to health and wellness opportunities	60%	69%
	Access to recreational opportunities	73%	79%
	Access to convenient transportation	37%	58%
	Housing options	90%	97%
	Job opportunities / job availability	65%	50%
	Close to work	83%	64%
	Close to friends and/or family / grew up in Gilbert	55%	64%
	Retirement	35%	37%
	For the weather / climate	55%	59%
	Feeling safe in Gilbert	89%	98%
	Image or reputation of Gilbert	89%	87%
	Openness and acceptance of community toward people of diverse backgrounds	52%	62%
<b>If you were planning to relocate, please indicate how much of an influence, if at all, each of the following would be on your decision to move to another community.</b>	Sense of community	74%	85%
	Quality of life in general	92%	98%
	Cost of living	97%	99%
	Quality of schools and educational opportunities	66%	66%
	Access to health and wellness opportunities	64%	79%

<b>If you were planning to relocate, please indicate how much of an influence, if at all, each of the following would be on your decision to move to another community.</b>	Access to recreational opportunities	71%	87%
	Access to convenient transportation	60%	58%
	Job opportunities / job availability	66%	67%
	Retirement	52%	66%
	Openness and acceptance of community toward people of diverse backgrounds	67%	72%
	Better housing options	94%	94%
	Move closer to work	76%	57%
	Close to friends and/or family / grew up in other community Gilbert	61%	64%
	Different weather / climate	62%	67%
	Feeling safer in other communities	75%	80%
	Image or reputation of new community	74%	83%
<b>In general, how many times do you:</b>	Access the internet from your home using a computer, laptop, or tablet computer	98%	100%
	Access the internet from your cell phone	97%	98%
	Recycle	92%	93%
	Use or check email	99%	100%
	Share your opinions online	22%	25%
	Shop online	61%	70%
	Purchase goods from stores in Gilbert	89%	86%
	Please rate your overall health.	76%	89%
	What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact wil..	42%	51%
	Do you work inside the boundaries of Gilbert?	64%	57%

# Statistical significance thresholds

Below you may select a demographic to find the thresholds for statistically significant differences between groups (i.e. the minimum difference between groups to be considered statistically significant based on the sample sizes).

Area			
		North	South
North			11%
South	11%		

## Full trends

This table contains the trends over time for the Town of Gilbert. The combined “percent positive” responses for each survey year are presented (e.g., excellent/good or yes). If an item was not included during an administration of the survey, no percentage will be shown in the table. If the difference between the 2019 and 2021 surveys is greater than seven percentage points, the change is statistically significant.

It is important to note that in 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

		1997	2003	2004	2005	2006	2007	2008	2010	2013	2015	2017	2019	2021
<b>Please rate each of the following aspects of quality of life in Gilbert.</b>	Gilbert as a place to live	94%	96%	96%	98%	96%	96%			98%	99%	99%	98%	99%
	Your neighborhood as a place to live									92%	95%	91%	95%	95%
	Gilbert as a place to raise children									96%	97%	97%	97%	95%
	Gilbert as a place to work									70%	72%	76%	81%	82%
	Gilbert as a place to visit									76%	78%	83%	79%	
	Gilbert as a place to retire									81%	85%	87%	86%	80%
	The overall quality of life in Gilbert	95%								96%	96%	97%	97%	97%
	Sense of community									78%	80%	78%	81%	73%
<b>Please rate each of the following characteristics as they relate to Gilbert as a whole.</b>	Overall economic health of Gilbert									89%	88%	93%	93%	
	Overall quality of the transportation system (auto, bicycle, foot, bu..													62%
	Overall design or layout of Gilbert’s residential and commercial are..									84%	86%	83%	77%	
	Overall quality of the utility infrastructure in Gilbert (water, sewer..													86%
	Overall feeling of safety in Gilbert	92%								98%	96%	96%	92%	
	Overall quality of natural environment in Gilbert									84%	93%	88%	87%	81%
	Overall quality of parks and recreation opportunities													88%
	Overall health and wellness opportunities in Gilbert									88%	89%	88%	84%	
	Overall opportunities for education, culture, and the arts									81%	86%	86%	59%	
	Residents’ connection and engagement with their community													65%
<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Recommend living in Gilbert to someone who asks									97%	96%	98%	97%	96%
	Remain in Gilbert for the next five years									93%	94%	95%	92%	91%
<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day									95%	98%	98%	98%	96%
	In Gilbert’s downtown (Heritage District) during the day									92%	98%	98%	98%	95%
	From property crime	89%	92%	94%	94%	93%				79%				88%
	From violent crime	95%	98%	98%	96%	97%				91%				92%
	From fire, flood, or other natural disaster													98%
<b>Please rate the job you feel the Gilbert community does at each of the following.</b>	Making all residents feel welcome													78%
	Attracting people from diverse backgrounds													58%
	Valuing/respecting residents from diverse backgrounds													67%
	Taking care of vulnerable residents (elderly, disabled, homeless, et..													58%
<b>Please rate each of the following in the Gilbert community.</b>	Overall quality of business and service establishments in Gilbert									83%	88%	90%	90%	94%

Please rate each of the following in the Gilbert community.	Variety of business and service establishments in Gilbert	82%											
	Vibrancy of downtown (Heritage District)	80% 85% 91% 90%											
	Employment opportunities	45% 48% 60% 62% 69%											
	Shopping opportunities	80% 88% 91% 90% 85%											
	Cost of living in Gilbert	69% 74% 70% 48%											
	Overall image or reputation of Gilbert	92% 93% 96% 97% 91%											
Please also rate each of the following in the Gilbert community.	Traffic flow on major streets	56%	57%	54%	68%	70%	77%	71%	75%	71%	63%	62%	
	Ease of public parking	75% 71% 70% 75%											
	Ease of travel by car in Gilbert	80% 92% 88% 83% 83%											
	Ease of travel by public transportation in Gilbert	33% 38% 31% 24%											
	Ease of travel by bicycle in Gilbert	74% 71% 73% 69% 61%											
	Ease of walking in Gilbert	80% 84% 75% 82% 77%											
	Well-planned residential growth	59%											
	Well-planned commercial growth	84%	69%	72%	79%	82%	84%	69%					
	Well-designed neighborhoods	97%	96%	94%	94%	97%	93%	77%					
	Preservation of the historical or cultural character of the community	65%											
	Public places where people want to spend time	82% 89% 90% 84%											
	Variety of housing options	79% 83% 89% 81% 65%											
	Availability of affordable quality housing	77% 72% 66% 57% 36%											
	Overall quality of new development in Gilbert	89% 81% 84% 89% 72%											
	Overall appearance of Gilbert	91% 96% 94% 96% 94%											
	Cleanliness of Gilbert	94% 93% 93% 94% 91%											
	Water resources (beaches, lakes, ponds, riverways, etc.)	53%											
	Air quality	65% 75% 79% 76% 65%											
	Availability of paths and walking trails	81% 83% 79% 80% 78%											
	Fitness opportunities (including exercise classes and paths or trail..	85% 84% 86% 78%											
	Recreational opportunities	71% 81% 80% 80% 77%											
	Availability of affordable quality food	78% 87% 86% 87% 84%											
	Availability of affordable quality health care	71% 85% 85% 80% 72%											
	Availability of preventive health services	76% 85% 83% 83% 75%											
	Availability of affordable quality mental health care	58% 68% 58% 51%											
	Opportunities to attend cultural/arts/music activities	49% 59% 65% 63% 59%											
	Community support for the arts	63%											
	Availability of affordable quality childcare/preschool	56% 69% 76% 73% 64%											
	K-12 education	76%	83%	91%	88%	90%	87%	89%	83%	78%	86%	88%	80%
	Adult educational opportunities	69% 61% 65% 58%											
	Sense of civic/community pride	70%											



Please rate the quality of each of the following services in Gilbert.	Ambulance or emergency medical services	93% 97% 96% 96% 91%
	Fire services	97% 99% 99% 99% 99% 98% 99% 99% 97% 97% 97% 98% 93%
	Fire prevention and education	91% 88% 87% 89% 83%
	Emergency preparedness (services that prepare the community for..	64% 67% 71% 74% 70%
	Preservation of natural areas (open space, farmlands, and greenbe..	70% 74% 69% 69% 56%
	Gilbert open space (i.e. Riparian Preserve at Water Ranch)	71% 71% 76% 77%
	Recycling	81% 93% 95% 97% 95% 95% 97% 97% 94% 92% 94% 89% 64%
	Yard waste pick-up	88% 91% 91% 92% 90% 94% 89% 90% 84%
	Town parks	97% 92% 94% 92% 93% 90%
	Recreation programs or classes	90% 90% 86% 86% 79%
	Recreation centers or facilities	89% 90% 83% 85% 82%
	Health services	90% 88% 86% 81%
	Public library services	56% 96% 90% 90% 92% 92% 87%
	Overall customer service by Gilbert employees (police, receptionist..	80% 88% 81% 89% 89% 86%
Please rate the following categories of Gilbert government performance.	The value of services for the taxes paid to Gilbert	### ### ### ### ### 77% 74% 71% 79% 69%
	The overall direction that Gilbert is taking	80% 84% 87% 86% 62%
	The job Gilbert government does at welcoming resident involvement	71% 63% 66% 74% 63%
	Overall confidence in Gilbert government	68% 77% 76% 64%
	Generally acting in the best interest of the community	73% 75% 79% 66%
	Being honest	73% 75% 81% 60%
	Being open and transparent to the public	59%
	Informing residents about issues facing the community	56%
	Treating all residents fairly	74% 78% 80% 64%
	Treating residents with respect	71%
Overall, how would you rate the quality of the services provided by each of the following?	The Town of Gilbert	90% 90% 91% 94% 81%
	The Federal Government	42% 40% 38% 42% 37%
Please rate how important, if at all, you think it is for the Gilbert community to focus on each of the following in the coming two years.	Overall economic health of Gilbert	96% 91% 93% 92%
	Overall quality of the transportation system (auto, bicycle, foot, bu..	69%
	Overall design or layout of Gilbert's residential and commercial are..	91% 82% 82% 77%
	Overall quality of the utility infrastructure in Gilbert (water, sewer..	91%
	Overall feeling of safety in Gilbert	94% 93% 95% 90%
	Overall quality of natural environment in Gilbert	85% 82% 85% 78%
	Overall quality of parks and recreation opportunities	79%
	Overall health and wellness opportunities in Gilbert	79% 78% 72% 66%
	Overall opportunities for education, culture, and the arts	86% 86% 79% 72%
	Residents' connection and engagement with their community	81% 86% 81% 58%
In general, how many times do	Access the internet from your home using a computer, laptop, or ta..	99%

In general, how many times do you:	Access the internet from your cell phone	97%
	Use or check email	99%
	Share your opinions online	23%
	Shop online	65%
	Please rate your overall health.	76% 69% 71% 81%
	What impact, if any, do you think the economy will have on your fa..	34% 40% 47% 46% 46%

## Methods (open participation)

As part of its participation in The National Community Survey™ (The NCST™), the Town of Gilbert conducted a survey of 2,700 residents. Survey invitations were mailed to randomly selected households and data were collected from March 26, 2021 to May 14, 2021. The results from this main survey effort represent the most robust estimate of your residents' opinions.

After the above data collection period was underway, a link to an online open participation survey was publicized by the Town of Gilbert. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and also a question about where they heard about the survey. The open participation survey was open to all town residents and became available on April 30, 2021. The survey remained open for two weeks and there were 718 responses.

























The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were statistically weighted to match the demographic characteristics of the 2010 Census and 2017 American Community Survey estimates for adults in the Town of Gilbert. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.\* The results of the weighting scheme for the probability sample are presented in the following table.

































\* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from <https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

































		Unweighted	Weighted	Target*
Age	18-34	8%	26%	31%
	35-54	52%	46%	43%
	55+	40%	28%	26%
Area	North	60%	60%	58%
	South	40%	40%	42%
Hispanic origin	No, not Spanish, Hispanic, or Latino	92%	85%	85%
	Yes, I consider myself to be Spanish, Hispa..	8%	15%	15%
Housing tenure	Own	92%	72%	72%
	Rent	8%	28%	28%
Housing type	Attached	4%	13%	13%
	Detached	96%	87%	87%
Race & Hispanic origin	Not white alone	19%	27%	27%
	White alone, not Hispanic or Latino	81%	73%	73%
Sex	Female	67%	56%	52%
	Male	33%	44%	48%
Sex/age	Female 18-34	7%	17%	16%
	Female 35-54	36%	23%	22%
	Female 55+	25%	15%	14%
	Male 18-34	2%	9%	15%
	Male 35-54	17%	22%	21%
	Male 55+	14%	13%	12%

































## Open participation survey results

































This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

	Using the map above as a reference, please indicate the area in Gilbert in which you reside.	North of Hwy 202		60%
		South of Hwy 202		40%
<b>Please rate each of the following aspects of quality of life in Gilbert.</b>	Gilbert as a place to live	Excellent		60%
		Good		34%
		Fair		6%
		Poor		0%
	Your neighborhood as a place to live	Excellent		54%
		Good		38%
		Fair		7%
		Poor		0%
	Gilbert as a place to raise children	Excellent		59%
		Good		33%
		Fair		7%
		Poor		1%
	Gilbert as a place to work	Excellent		34%
		Good		41%
		Fair		18%
		Poor		7%
	Gilbert as a place to visit	Excellent		29%
		Good		44%
		Fair		22%
		Poor		4%
	Gilbert as a place to retire	Excellent		36%
		Good		39%
		Fair		17%
		Poor		8%
	The overall quality of life in Gilbert	Excellent		50%
		Good		41%

<b>Please rate each of the following aspects of quality of life in Gilbert.</b>	The overall quality of life in Gilbert	Fair		8%
		Poor		1%
	Sense of community	Excellent		26%
		Good		42%
		Fair		26%
		Poor		6%
<b>Please rate each of the following characteristics as they relate to Gilbert as a whole.</b>	Overall economic health of Gilbert	Excellent		36%
		Good		52%
		Fair		10%
		Poor		2%
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Gilbert	Excellent		14%
		Good		37%
		Fair		34%
		Poor		14%
	Overall design or layout of Gilbert's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Excellent		22%
		Good		50%
		Fair		17%
		Poor		12%
	Overall quality of the utility infrastructure in Gilbert (water, sewer, storm water, electric, gas)	Excellent		33%
		Good		49%
		Fair		16%
		Poor		2%
	Overall feeling of safety in Gilbert	Excellent		48%
		Good		42%
		Fair		9%
		Poor		1%
	Overall quality of natural environment in Gilbert	Excellent		23%
		Good		46%
		Fair		24%
		Poor		7%
	Overall quality of parks and recreation opportunities	Excellent		42%
		Good		41%























Please rate each of the following characteristics as they relate to Gilbert as a whole.	Overall quality of parks and recreation opportunities	Fair		14%
		Poor		3%
	Overall health and wellness opportunities in Gilbert	Excellent		34%
		Good		48%
		Fair		14%
		Poor		4%
	Overall opportunities for education, culture, and the arts	Excellent		19%
		Good		37%
		Fair		32%
		Poor		12%
	Residents' connection and engagement with their community	Excellent		15%
		Good		41%
		Fair		35%
		Poor		8%
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Gilbert to someone who asks	Very likely		60%
		Somewhat likely		27%
		Somewhat unlikely		9%
		Very unlikely		4%
	Remain in Gilbert for the next five years	Very likely		64%
		Somewhat likely		22%
		Somewhat unlikely		6%
		Very unlikely		8%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		80%
		Somewhat safe		15%
		Neither safe nor unsafe		3%
		Somewhat unsafe		1%
		Very unsafe		0%
	In Gilbert's downtown (Heritage District) during the day	Very safe		74%
		Somewhat safe		21%
		Neither safe nor unsafe		4%
		Somewhat unsafe		1%
		Very unsafe		0%

































Please rate how safe or unsafe you feel:	From property crime	Very safe		37%
		Somewhat safe		48%
		Neither safe nor unsafe		9%
		Somewhat unsafe		6%
		Very unsafe		1%
	From violent crime	Very safe		63%
		Somewhat safe		29%
		Neither safe nor unsafe		5%
		Somewhat unsafe		3%
		Very unsafe		0%
	From fire, flood, or other natural disaster	Very safe		71%
		Somewhat safe		24%
		Neither safe nor unsafe		4%
		Somewhat unsafe		0%
		Very unsafe		1%
Please rate the job you feel the Gilbert community does at each of the following.	Making all residents feel welcome	Excellent		27%
		Good		42%
		Fair		24%
		Poor		7%
	Attracting people from diverse backgrounds	Excellent		23%
		Good		28%
		Fair		23%
		Poor		26%
	Valuing/respecting residents from diverse backgrounds	Excellent		27%
		Good		33%
		Fair		22%
		Poor		18%
	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Excellent		20%
		Good		37%
		Fair		28%
		Poor		16%
Please rate each of the following in the Gilbert community:	Overall quality of business and service establishments in Gilbert	Excellent		40%

Please rate each of the following in the Gilbert community.	Overall quality of business and service establishments in Gilbert	Good		46%
		Fair		12%
		Poor		2%
	Variety of business and service establishments in Gilbert	Excellent		34%
		Good		42%
		Fair		17%
		Poor		7%
	Vibrancy of downtown (Heritage District)	Excellent		49%
		Good		41%
		Fair		10%
		Poor		1%
	Employment opportunities	Excellent		15%
		Good		44%
		Fair		32%
		Poor		8%
Please also rate each of the following in the Gilbert community.	Shopping opportunities	Excellent		40%
		Good		45%
		Fair		12%
		Poor		3%
	Cost of living in Gilbert	Excellent		12%
		Good		34%
		Fair		35%
		Poor		19%
	Overall image or reputation of Gilbert	Excellent		49%
		Good		38%
		Fair		10%
		Poor		3%
	Traffic flow on major streets	Excellent		13%
		Good		45%
		Fair		27%
		Poor		15%
	Ease of public parking	Excellent		24%



































Please also rate each of the following in the Gilbert community.

Ease of public parking	Good		49%
	Fair		21%
	Poor		7%
Ease of travel by car in Gilbert	Excellent		29%
	Good		47%
	Fair		19%
	Poor		4%
Ease of travel by public transportation in Gilbert	Excellent		6%
	Good		16%
	Fair		30%
	Poor		49%
Ease of travel by bicycle in Gilbert	Excellent		17%
	Good		42%
	Fair		29%
	Poor		13%
Ease of walking in Gilbert	Excellent		27%
	Good		41%
	Fair		23%
	Poor		9%
Well-planned residential growth	Excellent		18%
	Good		31%
	Fair		24%
	Poor		26%
Well-planned commercial growth	Excellent		19%
	Good		38%
	Fair		24%
	Poor		18%
Well-designed neighborhoods	Excellent		23%
	Good		45%
	Fair		19%
	Poor		12%
Preservation of the historical or cultural character of the community	Excellent		20%

































Please also rate each of the following in the Gilbert community.	Preservation of the historical or cultural character of the community	Good		32%
		Fair		27%
		Poor		21%
	Public places where people want to spend time	Excellent		28%
		Good		47%
		Fair		20%
		Poor		4%
	Variety of housing options	Excellent		17%
		Good		39%
		Fair		28%
		Poor		17%
	Availability of affordable quality housing	Excellent		8%
		Good		24%
		Fair		30%
		Poor		38%
	Overall quality of new development in Gilbert	Excellent		24%
		Good		33%
		Fair		26%
		Poor		17%
	Overall appearance of Gilbert	Excellent		41%
		Good		44%
		Fair		12%
		Poor		3%
	Cleanliness of Gilbert	Excellent		49%
		Good		44%
		Fair		7%
		Poor		0%
	Water resources (beaches, lakes, ponds, riverways, etc.)	Excellent		22%
		Good		33%
		Fair		30%
		Poor		16%
	Air quality	Excellent		19%

Please also rate each of the following in the Gilbert community.


























































Please also rate each of the following in the Gilbert community.	Opportunities to attend cultural/arts/music activities	Good		37%
		Fair		33%
		Poor		14%
	Community support for the arts	Excellent		16%
		Good		41%
		Fair		29%
		Poor		14%
	Availability of affordable quality childcare/preschool	Excellent		16%
		Good		39%
		Fair		28%
		Poor		17%
	K-12 education	Excellent		32%
		Good		41%
		Fair		19%
		Poor		8%
	Adult educational opportunities	Excellent		16%
		Good		38%
		Fair		31%
		Poor		14%
	Sense of civic/community pride	Excellent		23%
		Good		49%
		Fair		21%
		Poor		7%
	Neighborliness of residents in Gilbert	Excellent		21%
		Good		43%
		Fair		26%
		Poor		9%
	Opportunities to participate in social events and activities	Excellent		19%
		Good		45%
		Fair		28%
		Poor		8%
	Opportunities to attend special events and festivals	Excellent		19%

<b>Please also rate each of the following in the Gilbert community.</b>	Opportunities to attend special events and festivals	Good	<div></div>	43%
		Fair	<div></div>	27%
		Poor	<div></div>	11%
	Opportunities to volunteer	Excellent	<div></div>	21%
		Good	<div></div>	41%
		Fair	<div></div>	30%
		Poor	<div></div>	7%
	Opportunities to participate in community matters	Excellent	<div></div>	20%
		Good	<div></div>	38%
		Fair	<div></div>	29%
		Poor	<div></div>	13%
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent	<div></div>	23%
		Good	<div></div>	30%
		Fair	<div></div>	24%
		Poor	<div></div>	23%
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the Town of Gilbert (in-person, phone, email, or web) for help or information	No	<div></div>	52%
		Yes	<div></div>	48%
	Contacted Gilbert elected officials (in-person, phone, email, or web) to express your opinion	No	<div></div>	65%
		Yes	<div></div>	35%
	Attended a local public meeting (of local elected officials like Town Council or County Commissioners, advisory boards, town halls, HOA,..	No	<div></div>	69%
		Yes	<div></div>	31%
	Watched (online) a local public meeting	No	<div></div>	55%
		Yes	<div></div>	45%
	Volunteered your time to some group/activity in Gilbert	No	<div></div>	65%
		Yes	<div></div>	35%
	Campaigned or advocated for a local issue, cause, or candidate	No	<div></div>	67%
		Yes	<div></div>	33%
	Voted in your most recent local election	No	<div></div>	8%
		Yes	<div></div>	92%
	Used bus, rail, subway, or other public transportation instead of driving	No	<div></div>	93%
		Yes	<div></div>	7%
	Carpooled with other adults or children instead of driving alone	No	<div></div>	45%

<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Carpooled with other adults or children instead of driving alone	Yes		55%
	Walked or biked instead of driving	No		41%
		Yes		59%
<b>Please rate the quality of each of the following services in Gilbert.</b>	Public information services (Gilbert efforts to inform residents)	Excellent		21%
		Good		46%
		Fair		24%
		Poor		9%
	Economic development	Excellent		20%
		Good		51%
		Fair		19%
		Poor		9%
	Traffic enforcement	Excellent		20%
		Good		45%
		Fair		21%
		Poor		14%
	Traffic signal timing	Excellent		15%
		Good		41%
		Fair		30%
		Poor		14%
	Street repair	Excellent		19%
		Good		47%
		Fair		26%
		Poor		8%
	Street cleaning	Excellent		31%
		Good		52%
		Fair		13%
		Poor		4%
	Street lighting	Excellent		28%
		Good		55%
		Fair		15%
		Poor		2%
	Sidewalk maintenance	Excellent		27%

































Please rate the quality of each of the following services in Gilbert.
















Sidewalk maintenance	Good		54%
	Fair		16%
	Poor		2%
Bus or transit services	Excellent		12%
	Good		20%
	Fair		32%
	Poor		36%
Land use, planning, and zoning	Excellent		13%
	Good		31%
	Fair		24%
	Poor		31%
Code enforcement (weeds, abandoned buildings, etc.)	Excellent		21%
	Good		48%
	Fair		22%
	Poor		9%
Affordable high-speed internet access	Excellent		18%
	Good		34%
	Fair		26%
	Poor		22%
Garbage collection	Excellent		57%
	Good		37%
	Fair		6%
	Poor		1%
Drinking water	Excellent		25%
	Good		40%
	Fair		21%
	Poor		15%
Sewer services	Excellent		39%
	Good		51%
	Fair		7%
	Poor		3%
Storm water management (storm drainage, dams, levees, etc.)	Excellent		34%

Please rate the quality of each of the following services in Gilbert.	Storm water management (storm drainage, dams, levees, etc.)	Good		54%
		Fair		11%
		Poor		1%
	Power (electric and/or gas) utility	Excellent		37%
		Good		49%
		Fair		10%
		Poor		3%
	Utility billing	Excellent		32%
		Good		48%
		Fair		16%
		Poor		4%
	Police/Sheriff services	Excellent		46%
		Good		38%
		Fair		12%
		Poor		3%
	Crime prevention	Excellent		36%
		Good		45%
		Fair		16%
		Poor		3%
	Animal control	Excellent		28%
		Good		48%
		Fair		15%
		Poor		9%
	Ambulance or emergency medical services	Excellent		47%
		Good		44%
		Fair		6%
		Poor		3%
	Fire services	Excellent		58%
		Good		39%
		Fair		3%
		Poor		0%
	Fire prevention and education	Excellent		38%



































Please rate the quality of each of the following services in Gilbert.

































Fire prevention and education	Good		43%
	Fair		14%
	Poor		5%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Excellent		26%
	Good		40%
	Fair		19%
	Poor		15%
Preservation of natural areas (open space, farmlands, and greenbelts)	Excellent		16%
	Good		34%
	Fair		26%
	Poor		24%
Gilbert open space (i.e. Riparian Preserve at Water Ranch)	Excellent		46%
	Good		41%
	Fair		11%
	Poor		3%
Recycling	Excellent		24%
	Good		34%
	Fair		28%
	Poor		14%
Yard waste pick-up	Excellent		44%
	Good		38%
	Fair		12%
	Poor		5%
Town parks	Excellent		43%
	Good		45%
	Fair		11%
	Poor		1%
Recreation programs or classes	Excellent		27%
	Good		52%
	Fair		17%
	Poor		4%
Recreation centers or facilities	Excellent		31%

































Please rate the quality of each of the following services in Gilbert.	Recreation centers or facilities	Good		50%
		Fair		15%
		Poor		4%
	Health services	Excellent		27%
		Good		55%
		Fair		16%
		Poor		3%
	Public library services	Excellent		39%
		Good		47%
		Fair		11%
		Poor		3%
	Overall customer service by Gilbert employees (police, receptionists, planners, etc.)	Excellent		39%
		Good		49%
		Fair		10%
		Poor		2%
Please rate the following categories of Gilbert government performance.	The value of services for the taxes paid to Gilbert	Excellent		24%
		Good		45%
		Fair		24%
		Poor		8%
	The overall direction that Gilbert is taking	Excellent		18%
		Good		36%
		Fair		23%
		Poor		22%
	The job Gilbert government does at welcoming resident involvement	Excellent		18%
		Good		35%
		Fair		31%
		Poor		15%
	Overall confidence in Gilbert government	Excellent		14%
		Good		36%
		Fair		30%
		Poor		20%
	Generally acting in the best interest of the community	Excellent		16%

Please rate the following categories of Gilbert government performance.	Generally acting in the best interest of the community	Good	<div></div>	34%
		Fair	<div></div>	28%
		Poor	<div></div>	22%
	Being honest	Excellent	<div></div>	20%
		Good	<div></div>	35%
		Fair	<div></div>	29%
		Poor	<div></div>	17%
	Being open and transparent to the public	Excellent	<div></div>	18%
		Good	<div></div>	32%
		Fair	<div></div>	29%
		Poor	<div></div>	21%
	Informing residents about issues facing the community	Excellent	<div></div>	16%
		Good	<div></div>	32%
		Fair	<div></div>	31%
		Poor	<div></div>	21%
	Treating all residents fairly	Excellent	<div></div>	22%
		Good	<div></div>	31%
		Fair	<div></div>	27%
		Poor	<div></div>	20%
	Treating residents with respect	Excellent	<div></div>	26%
		Good	<div></div>	38%
		Fair	<div></div>	25%
		Poor	<div></div>	12%
Overall, how would you rate the quality of the services provided by each of the following?	The Town of Gilbert	Excellent	<div></div>	29%
		Good	<div></div>	50%
		Fair	<div></div>	17%
		Poor	<div></div>	4%
	The Federal Government	Excellent	<div></div>	5%
		Good	<div></div>	30%
		Fair	<div></div>	35%
		Poor	<div></div>	30%
Please rate how important, if at all, you think it is for the Gilbert community to have:	Overall economic health of Gilbert	Essential	<div></div>	55%

Please rate how important, if at all, you think it is for the Gilbert community to focus on each of the following in the coming two years.

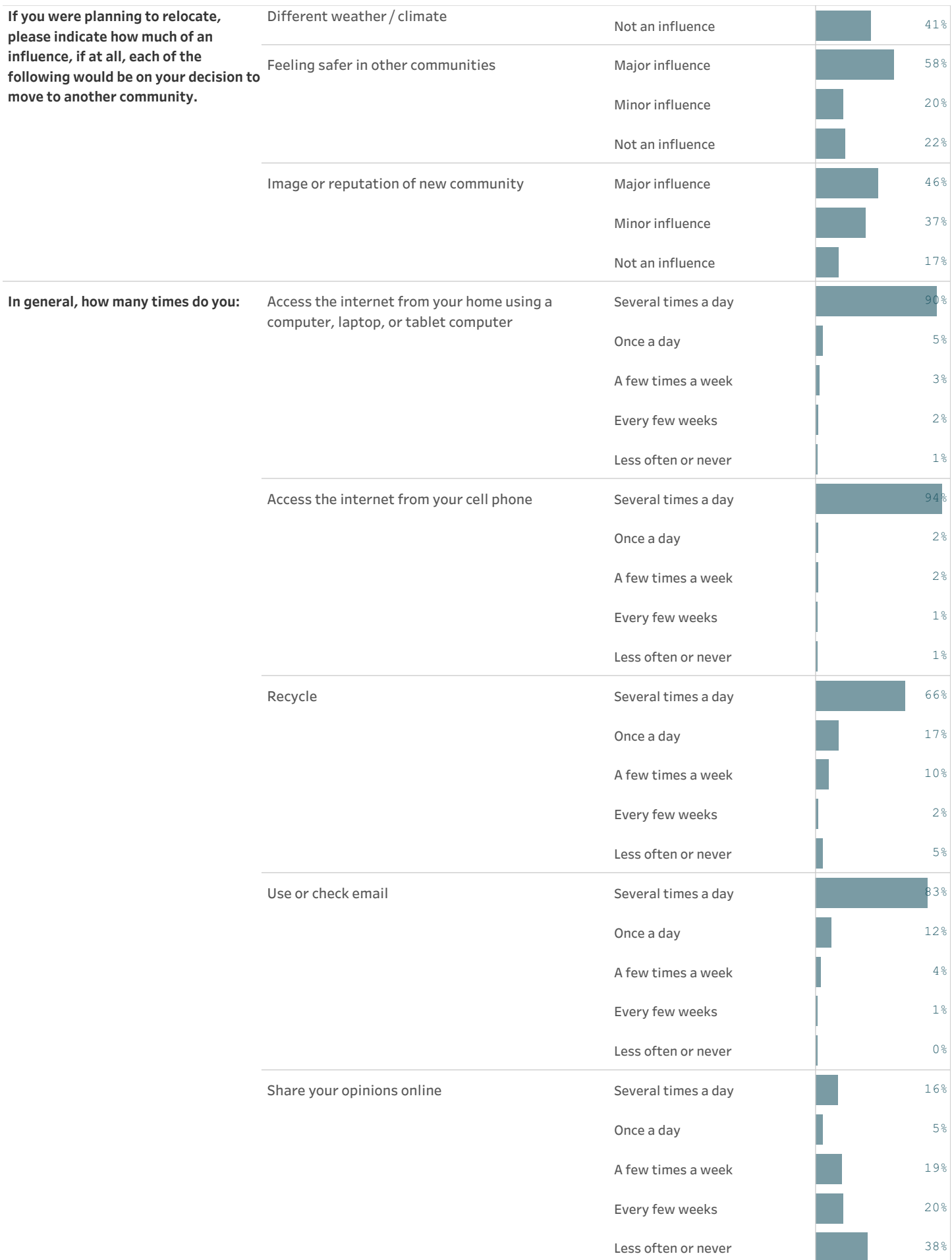
Overall economic health of Gilbert	Very important		34%
	Somewhat important		11%
	Not at all important		1%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Gilbert	Essential		28%
	Very important		40%
	Somewhat important		28%
	Not at all important		4%
Overall design or layout of Gilbert's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Essential		48%
	Very important		39%
	Somewhat important		12%
	Not at all important		1%
Overall quality of the utility infrastructure in Gilbert (water, sewer, storm water, electric, gas)	Essential		57%
	Very important		32%
	Somewhat important		11%
	Not at all important		1%
Overall feeling of safety in Gilbert	Essential		60%
	Very important		30%
	Somewhat important		10%
	Not at all important		1%
Overall quality of natural environment in Gilbert	Essential		41%
	Very important		43%
	Somewhat important		16%
	Not at all important		1%
Overall quality of parks and recreation opportunities	Essential		28%
	Very important		49%
	Somewhat important		21%
	Not at all important		2%
Overall health and wellness opportunities in Gilbert	Essential		22%
	Very important		46%
	Somewhat important		28%
	Not at all important		4%
Overall opportunities for education, culture, and the arts	Essential		34%

Please rate how important, if at all, you think it is for the Gilbert community to focus on each of the following in the coming two years.	Overall opportunities for education, culture, and the arts	Very important		40%
		Somewhat important		24%
		Not at all important		3%
	Residents' connection and engagement with their community	Essential		21%
		Very important		47%
		Somewhat important		29%
		Not at all important		2%
Please indicate how much of an influence, if at all, each of the following had on your choice to live in Gilbert.	Sense of community	Major influence		35%
		Minor influence		37%
		Not an influence		28%
	Quality of life in general	Major influence		83%
		Minor influence		12%
		Not an influence		5%
	Cost of living	Major influence		51%
		Minor influence		36%
		Not an influence		13%
	Quality of schools and educational opportunities	Major influence		53%
		Minor influence		18%
		Not an influence		30%
	Access to health and wellness opportunities	Major influence		18%
		Minor influence		41%
		Not an influence		41%
	Access to recreational opportunities	Major influence		21%
		Minor influence		50%
		Not an influence		30%
	Access to convenient transportation	Major influence		9%
		Minor influence		29%
		Not an influence		62%
	Housing options	Major influence		63%
		Minor influence		23%
		Not an influence		14%
	Job opportunities / job availability	Major influence		24%

Please indicate how much of an influence, if at all, each of the following had on your choice to live in Gilbert.	Job opportunities / job availability	Minor influence		29%
		Not an influence		48%
	Close to work	Major influence		35%
		Minor influence		30%
		Not an influence		35%
	Close to friends and/or family / grew up in Gilbert	Major influence		33%
		Minor influence		23%
		Not an influence		44%
	Retirement	Major influence		18%
		Minor influence		13%
		Not an influence		69%
	For the weather / climate	Major influence		28%
		Minor influence		23%
		Not an influence		49%
	Feeling safe in Gilbert	Major influence		75%
		Minor influence		19%
		Not an influence		6%
If you were planning to relocate, please indicate how much of an influence, if at all, each of the following would be on your decision to move to another community.	Image or reputation of Gilbert	Major influence		52%
		Minor influence		34%
		Not an influence		14%
	Openness and acceptance of community toward people of diverse backgrounds	Major influence		21%
		Minor influence		26%
		Not an influence		53%
	Sense of community	Major influence		42%
		Minor influence		42%
		Not an influence		17%
	Quality of life in general	Major influence		88%
		Minor influence		9%
		Not an influence		3%
	Cost of living	Major influence		78%
		Minor influence		18%
		Not an influence		4%

**If you were planning to relocate, please indicate how much of an influence, if at all, each of the following would be on your decision to move to another community.**

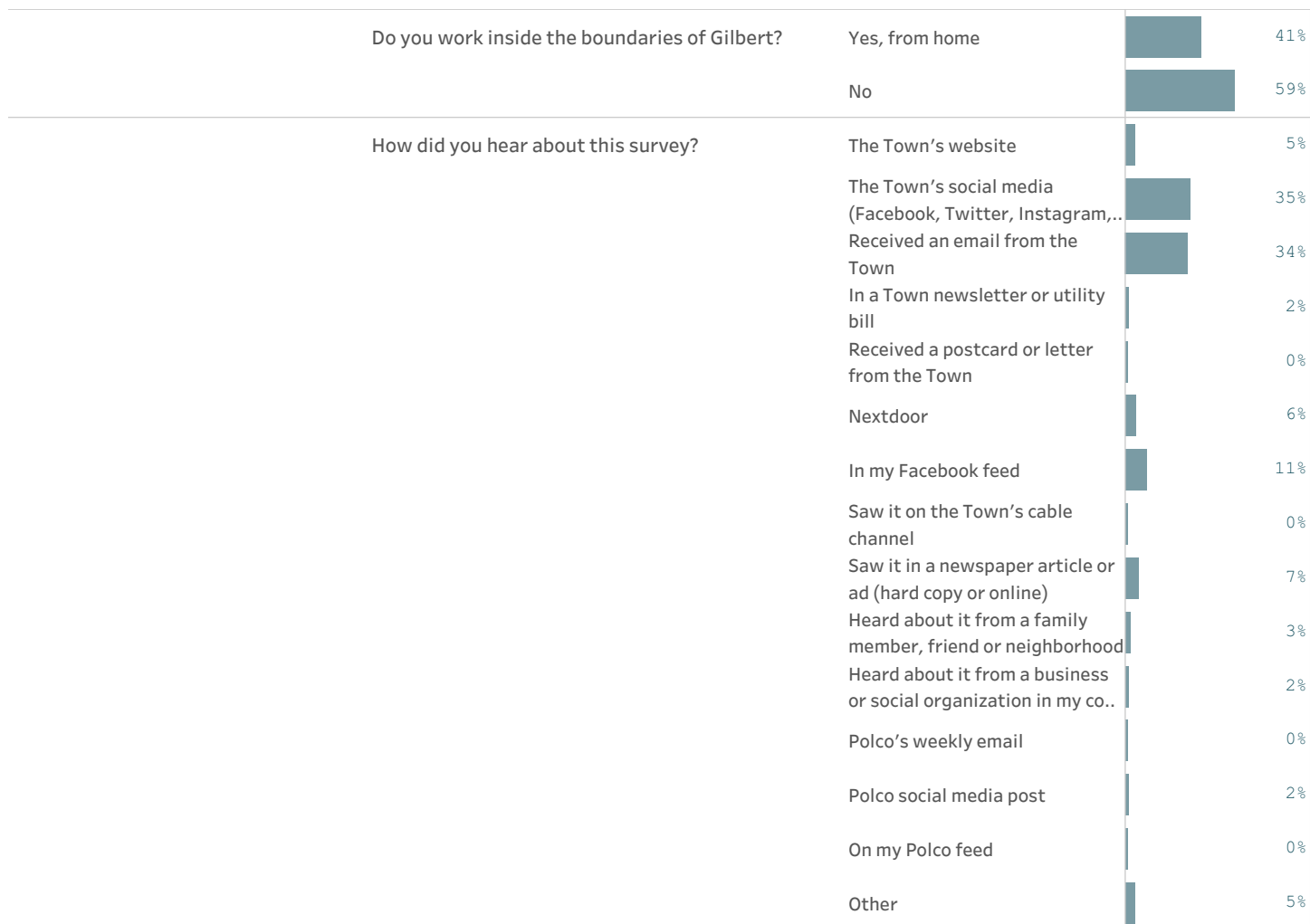






In general, how many times do you:	Shop online	Several times a day	<div></div>	15%
		Once a day	<div></div>	9%
		A few times a week	<div></div>	44%
		Every few weeks	<div></div>	28%
		Less often or never	<div></div>	4%
	Purchase goods from stores in Gilbert	Several times a day	<div></div>	6%
		Once a day	<div></div>	9%
		A few times a week	<div></div>	71%
		Every few weeks	<div></div>	11%
		Less often or never	<div></div>	3%
	Please rate your overall health.	Excellent	<div></div>	38%
		Very good	<div></div>	44%
		Good	<div></div>	14%
		Fair	<div></div>	4%
		Poor	<div></div>	0%
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Very positive	<div></div>	14%	
	Somewhat positive	<div></div>	29%	
	Neutral	<div></div>	35%	
	Somewhat negative	<div></div>	19%	
	Very negative	<div></div>	3%	
How many years have you lived in Gilbert?	Less than 2 years	<div></div>	10%	
	2-5 years	<div></div>	21%	
	6-10 years	<div></div>	15%	
	11-20 years	<div></div>	32%	
	More than 20 years	<div></div>	23%	
Which best describes the building you live in?	One family house detached from any other houses	<div></div>	87%	
	Building with two or more homes (duplex, townhome, apa..	<div></div>	13%	
	Other	<div></div>	0%	
Do you rent or own your home?	Rent	<div></div>	28%	
	Own	<div></div>	72%	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners association (HOA) fees)?	Less than \$500	<div></div>	4%	
	\$500 to \$999	<div></div>	8%	

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?	\$1,000 to \$1,499		22%
	\$1,500 to \$1,999		34%
	\$2,000 to \$2,499		21%
	\$2,500 to \$2,999		6%
	\$3,000 to \$3,499		2%
	\$3,500 or more		3%
Do any children 17 or under live in your household?	No		51%
	Yes		49%
Are you or any other members of your household aged 65 or older?	No		80%
	Yes		20%
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		1%
	\$25,000 to \$49,999		8%
	\$50,000 to \$74,999		17%
	\$75,000 to \$99,999		16%
	\$100,000 to \$149,999		26%
	\$150,000 or more		33%
Are you Spanish, Hispanic, or Latino?	No, not Spanish, Hispanic, or Latino		100%
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		1%
	Asian, Asian Indian, or Pacific Islander		5%
	Black or African American		3%
	White		88%
	Other		10%
In which category is your age?	18-24 years		4%
	25-34 years		23%
	35-44 years		26%
	45-54 years		21%
	55-64 years		13%
	65-74 years		11%
	75 years or older		2%
What is your gender?	Female		56%
	Male		44%
	Identify in another way		0%



# **Post-COVID Assessment**

## **The National Community Survey**

2021

**Report by:**



**Visit us online!**  
[www.polco.us](http://www.polco.us)

We are in unique and dynamic times. The COVID-19 pandemic has impacted our communities in many different ways, and these impacts have not been constant. Since March of 2020, we have experienced a myriad of health and wellness challenges -- infections, health care facility congestion, quarantines, and vaccination hesitancy. Economically we have endured hoarding, supply chain breakdowns, loss of business/commercial revenues, shifts to remote work, and k-shaped recoveries. Education and remote learning has also played a major role on youth, educators, and working parents.

While much of the discussion of pandemic effects have focused on health care and the economy, COVID-19 has touched all areas of community livability. To better understand the impacts on resident ratings of their community, Polco's National Research Center (NRC) researchers and data scientists examined pre and post-COVID assessments from the National Community Survey. While these data are preliminary and collected over different times during the pandemic, we found some important trends.

1. The areas where we found the largest drops in ratings of community quality related to **growth** (business growth, residential growth, and neighborhood design) and resident assessment of how the economy will impact their family **income** over the next 6 months. We also found that fewer residents reported that they had been civically engaged in the past year and used the **bus or transit** less frequently. We did not see large significant drops in other areas of community livability in aggregate.
2. Also of interest is that we found a number of positive shifts in resident ratings post-pandemic. Residents gave more positive assessments in 2020-2021 to
  - **Outdoor amenities** - the quality of the natural environment and availability of paths and walking trails
  - **Resident engagement with local government** - resident connection and engagement with their community, their sense of civic/community pride, local government being open and transparent to the public and local government treating residents with respect
  - **Appreciation for the business community** - Overall quality and variety of business and service establishments
  - **Appreciation for the Arts** - Community support for the arts
  - **Traffic congestion**- Ease of travel by car and public parking was assessed more positively

While it may be that some communities increased in quality in these areas in 2020-2021, it is more likely that the pandemic helped residents to better realize more the importance of these amenities due to the pandemic. Residents spent more time outdoors, were able to better differentiate their local government from state and federal government, and realized the importance that small businesses and art play in their quality of life. Traffic congestion and

parking likely was an accurate assessment -- but mostly because remote work and social distancing caused fewer people to commute.

We will continue to analyze these data over time to see if these trends hold true or change along with the constantly changing nature of the pandemic.



# **A comparison of the probability and non-probability samples for Gilbert's National Community Survey**

June 2021



# Analysis of probability and non-probability samples 2015-2020

**Presented at the American  
Association of Public Opinion  
Research May 2021**

- 236 matched pairs of prob and non-prob NCS surveys for analysis (2016-2020)
- Surveys compared on respondent demographics, civic engagement and convergence of ratings

## **Analysis of demographics showed:**

Non-probability surveys are better at reaching residents of color and younger residents but also tend to attract more females and homeowners

## **Analysis of civic engagement showed:**

Non-probability surveys attract residents who are more civically engaged.

However, an analysis of two measures of civic engagement (meeting attendance and volunteerism) did not impact resident ratings of their communities or local government service provision.

## **Analysis of rating similarity:**

Respondents from non-probability surveys tend to show lower levels of trust in government and are more critical of government service provision



# Gilbert 2021 NCS: Comparison of Demographics

- The probability sample did a better job at recruiting males and people of color
- The non-probability sample did a better job at reaching younger respondents

Characteristic	Census	Prob Survey (Unweighted)	Non-Prob Survey (Unweighted)
% female	52%	<b>55%</b>	67%
% white alone	73%	<b>79%</b>	90%
% home owner	72%	<b>91%</b>	92%
% detached unit	87%	<b>94%</b>	96%
%North	58%	56%	60%
%18-34	31%	6%	<b>9%</b>
% 35-54	43%	<b>40%</b>	53%
% 55+	26%	54%	<b>39%</b>

# Gilbert 2021 NCS: Comparison of Civic Engagement

- Respondents to the non-probability sample tended to be more civically engaged and more likely to share their opinions online.

Characteristic	Percent Yes	
	Probability Survey (Unweighted)	Non-Probability Survey (Unweighted)
Contacted the City of Gilbert (in-person, phone, email or web) for help or information	39%	48%
Contacted City elected officials (in-person, phone, email or web) to express your opinion	15%	35%
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	18%	31%
Watched (online or on television) a local public meeting	35%	45%
Volunteered your time to some group/activity in Gilbert	31%	35%
Campaigned or advocated for a local issue, cause or candidate	19%	33%
Voted in your most recent local election	92%	92%
Share opinions online (% a few times a week or more)	23%	47%

# Gilbert 2021 NCS: Comparison of Ratings

- For approximately 160 ratings, the average rating for 124 items was more positive for probability survey, ratings for 27 items were more positive for non-probability sample and 10 items were less than 1 point different.
- However, on average, the difference was only large ( +/-10%) for 11 items on the survey and the average difference between items on two surveys was about 3 percentage points.
- Had the surveys been blended in 2021, results would have stayed pretty consistent for most survey items. Those listed in the table below would be the areas where changes would have existed, but even those would move fewer than 5 to 7 points.

Average Rating on Probability Rating Higher (more positive)	Average Non-Probability Rating Higher (more positive)
<p>Overall quality of natural environment in ABC</p> <p>Well-planned commercial growth</p> <p>Preservation of the historical or cultural character of the community</p> <p>Overall quality of new development in ABC</p> <p>Bus or transit service</p> <p>Land use, planning, and zoning</p> <p>Overall confidence in ABC government</p> <p>Generally acting in the best interest of the community</p> <p>Treating all residents fairly</p> <p>Custom Question</p> <p>Q14K if planning to relocate, better housing is more important as an issue</p>	<p>(Importance) Overall design or layout of ABC's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)</p>



**Jurisdictions Included in Gilbert Comparison**

Total Population

(ACS 2017)

Adams County, CO	487,850
Airway Heights city, WA	8,017
Albany city, OR	52,007
Albemarle County, VA	105,105
Albert Lea city, MN	17,716
Alexandria city, VA	154,710
Allegan County, MI	114,145
American Canyon city, CA	20,341
Ankeny city, IA	56,237
Ann Arbor city, MI	119,303
Apache Junction city, AZ	38,452
Arapahoe County, CO	626,612
Arlington city, TX	388,225
Arvada city, CO	115,320
Asheville city, NC	89,318
Ashland city, OR	20,733
Ashland town, MA	17,478
Ashland town, VA	7,554
Aspen city, CO	7,097
Athens-Clarke County unified government (balance),	122,292
Auburn city, AL	61,462
Aurora city, CO	357,323
Austin city, TX	916,906

Avon town, CO	6,503
Avon town, IN	16,479
Avondale city, AZ	81,590
Azusa city, CA	49,029
Bainbridge Island city, WA	23,689
Baltimore city, MD	619,796
Baltimore County, MD	828,637
Basehor city, KS	5,401
Batavia city, IL	26,499
Battle Creek city, MI	51,505
Bay Village city, OH	15,426
Baytown city, TX	76,205
Beaumont city, CA	43,641
Bellingham city, WA	85,388
Bend city, OR	87,167
Bethlehem township, PA	23,800
Bettendorf city, IA	35,293
Billings city, MT	109,082
Bloomington city, IN	83,636
Bloomington city, MN	85,417
Boise City city, ID	220,859
Bonner Springs city, KS	7,644
Boulder city, CO	106,271
Bowling Green city, KY	64,302
Bozeman city, MT	43,132
Brookline CDP, MA	59,246
Brooklyn Center city, MN	30,885
Brooklyn city, OH	10,891
Broomfield city, CO	64,283

Brownsburg town, IN	24,625
Buffalo Grove village, IL	41,551
Burlingame city, CA	30,401
Cabarrus County, NC	196,716
Cambridge city, MA	110,893
Canandaigua city, NY	10,402
Cannon Beach city, OR	1,517
Cañon City city, CO	16,298
Cape Coral city, FL	173,679
Carlsbad city, CA	113,147
Cartersville city, GA	20,235
Cary town, NC	159,715
Castle Rock town, CO	57,274
Cedar Hill city, TX	48,149
Cedar Park city, TX	70,010
Cedar Rapids city, IA	130,330
Celina city, TX	7,910
Centennial city, CO	108,448
Chandler city, TX	2,896
Chanhassen city, MN	25,108
Chapel Hill town, NC	59,234
Chardon city, OH	5,166
Charles County, MD	156,021
Charlotte County, FL	173,236
Charlottesville city, VA	46,487
Chattanooga city, TN	176,291
Chautauqua town, NY	4,362
Chesterfield County, VA	335,594
Clayton city, MO	16,214

Clearwater city, FL	112,794
Clinton city, SC	8,538
Clive city, IA	17,134
Clovis city, CA	104,411
College Park city, MD	32,186
College Station city, TX	107,445
Colleyville city, TX	25,557
Collinsville city, IL	24,767
Columbia city, MO	118,620
Commerce City city, CO	52,905
Conshohocken borough, PA	7,985
Coolidge city, AZ	12,221
Coon Rapids city, MN	62,342
Coral Springs city, FL	130,110
Coronado city, CA	24,053
Corvallis city, OR	56,224
Cottonwood Heights city, UT	34,214
Coventry Lake CDP, CT	2,932
Coventry town, CT	12,458
Cupertino city, CA	60,687
Dacono city, CO	4,929
Dakota County, MN	414,655
Dallas city, OR	15,413
Dallas city, TX	1,300,122
Danvers town, MA	27,527
Danville city, KY	16,657
Darien city, IL	22,206



Davidson town, NC	12,325
Dayton city, OH	140,939
Dayton town, WY	815
Dearborn city, MI	95,295
Decatur city, GA	22,022
DeLand city, FL	30,315
Delaware city, OH	38,193
Denison city, TX	23,342
Denton city, TX	131,097
Denver city, CO	678,467
Des Moines city, IA	214,778
Des Peres city, MO	8,536
Destin city, FL	13,421
Dothan city, AL	67,784
Dover city, NH	30,901
Dublin city, CA	57,022
Dublin city, OH	44,442
Duluth city, MN	86,066
Durham city, NC	257,232
Durham County, NC	300,865
Dyer town, IN	16,077
Eagan city, MN	66,102
Eagle Mountain city, UT	27,773
Eau Claire city, WI	67,945
Eden Prairie city, MN	63,660
Eden town, VT	1,254
Edgewater city, CO	5,299
Edina city, MN	50,603
Edmond city, OK	89,769

Edmonds city, WA	41,309
El Cerrito city, CA	24,982
El Paso de Robles (Paso Robles) city, CA	31,409
Elbert County, CO	24,553
Elgin city, IL	112,628
Elk Grove city, CA	166,228
Elmhurst city, IL	46,139
Englewood city, CO	33,155
Erie town, CO	22,019
Escambia County, FL	309,924
Estes Park town, CO	6,248
Euclid city, OH	47,698
Farmers Branch city, TX	33,808
Farmersville city, TX	3,440
Farmington Hills city, MI	81,235
Fate city, TX	10,339
Fayetteville city, GA	17,069
Fayetteville city, NC	210,324
Ferguson township, PA	18,837
Fernandina Beach city, FL	11,957
Flagstaff city, AZ	69,903
Flower Mound town, TX	71,575
Forest Grove city, OR	23,554
Fort Collins city, CO	159,150
Franklin city, TN	72,990
Frederick town, CO	11,397
Fremont city, CA	230,964
Frisco town, CO	2,977

Fruita city, CO	13,039
Gahanna city, OH	34,691
Gaithersburg city, MD	67,417
Galveston city, TX	49,706
Gardner city, KS	21,059
Germantown city, TN	39,230
Gilbert town, AZ	232,176
Gillette city, WY	31,783
Glen Ellyn village, IL	27,983
Glendora city, CA	51,891
Glenview village, IL	47,066
Golden city, CO	20,365
Golden Valley city, MN	21,208
Goodyear city, AZ	74,953
Grafton village, WI	11,576
Grand Rapids city, MI	195,355
Grand Traverse County, MI	91,222
Greeley city, CO	100,760
Greenville city, NC	90,347
Greer city, SC	28,587
Gulf Breeze city, FL	6,251
Gunnison County, CO	16,215
Haltom City city, TX	44,059
Hamilton city, OH	62,216
Hamilton town, MA	7,991
Hampton city, VA	136,255
Hanover County, VA	103,218
Harrisburg city, SD	5,429
Hastings city, MN	22,620

Henderson city, NV	284,817
High Point city, NC	109,849
Highland Park city, IL	29,796
Highlands Ranch CDP, CO	105,264
Homer Glen village, IL	24,403
Honolulu County, HI	990,060
Hopkinton town, MA	16,720
Hoquiam city, WA	8,416
Horry County, SC	310,186
Hudson town, CO	1,709
Huntley village, IL	26,265
Huntsville city, TX	40,727
Hutchinson city, MN	13,836
Hutto city, TX	22,644
Hyattsville city, MD	18,225
Independence city, IA	6,013
Independence city, MO	117,369
Indio city, CA	86,867
Iowa City city, IA	73,415
Issaquah city, WA	35,629
Jackson city, MO	14,690
Jackson County, MI	158,989
Jefferson Parish, LA	437,038
Jerome city, ID	11,306
Johnson City city, TN	65,598
Johnston city, IA	20,172
Jupiter town, FL	62,373
Kalamazoo city, MI	75,833
Kansas City city, KS	151,042

Kansas City city, MO	476,974
Kent city, WA	126,561
Kerrville city, TX	22,931
Key West city, FL	25,316
King City city, CA	13,721
Kingman city, AZ	28,855
Kirkland city, WA	86,772
Kirkwood city, MO	27,659
La Mesa city, CA	59,479
La Plata town, MD	9,160
La Vista city, NE	17,062
Lake Forest city, IL	18,931
Lake Havasu City city, AZ	53,463
Lake in the Hills village, IL	28,908
Lake Zurich village, IL	19,983
Lakeville city, MN	61,056
Lakewood city, CO	151,411
Lakewood city, WA	59,102
Lancaster County, SC	86,544
Laramie city, WY	32,104
Larimer County, CO	330,976
Las Cruces city, NM	101,014
Las Vegas city, NM	13,445
Las Vegas city, NV	621,662
Lawrence city, KS	93,954
Lawrenceville city, GA	29,287
Lehi city, UT	58,351
Lenexa city, KS	52,030
Lewisville city, TX	103,638

Libertyville village, IL	20,504
Lincolnwood village, IL	12,637
Lindsborg city, KS	3,313
Little Chute village, WI	11,006
Little Elm city, TX	39,471
Littleton city, CO	45,848
Livermore city, CA	88,232
Lombard village, IL	43,776
Lone Tree city, CO	13,430
Long Grove village, IL	7,980
Longmont city, CO	91,730
Lonsdale city, MN	3,850
Los Alamos County, NM	18,031
Los Altos Hills town, CA	8,490
Loudoun County, VA	374,558
Louisville city, CO	20,319
Lower Merion township, PA	58,500
Lynchburg city, VA	79,237
Lynnwood city, WA	37,242
Manassas city, VA	41,379
Manhattan Beach city, CA	35,698
Manhattan city, KS	55,427
Mankato city, MN	41,241
Maple Grove city, MN	68,362
Maplewood city, MN	40,127
Maricopa County, AZ	4,155,501
Marin County, CA	260,814
Marion city, IA	38,014
Mariposa County, CA	17,658

Marshalltown city, IA	27,440
Marshfield city, WI	18,326
Martinez city, CA	37,902
Marysville city, WA	66,178
Maui County, HI	164,094
McKinney city, TX	164,760
McMinnville city, OR	33,211
Mecklenburg County, NC	1,034,290
Menlo Park city, CA	33,661
Menomonee Falls village, WI	36,411
Mercer Island city, WA	24,768
Meridian charter township, MI	41,903
Merriam city, KS	11,259
Mesa city, AZ	479,317
Mesquite city, TX	144,118
Miami city, FL	443,007
Middleton city, WI	18,951
Middletown town, RI	16,100
Milford city, DE	10,645
Milton city, GA	37,556
Minneapolis city, MN	411,452
Minnetrissa city, MN	7,187
Missoula County, MT	114,231
Missouri City city, TX	72,688
Moline city, IL	42,644
Monroe city, MI	20,128
Montgomery city, MN	2,921

Montgomery County, MD	1,039,198
Monticello city, UT	2,599
Montrose city, CO	18,918
Moorpark city, CA	36,060
Moraga town, CA	17,231
Morristown city, TN	29,446
Morrisville town, NC	23,873
Morro Bay city, CA	10,568
Moscow city, ID	24,833
Mountlake Terrace city, WA	20,922
Murphy city, TX	20,361
Naperville city, IL	146,431
Napoleon city, OH	8,646
Needham CDP, MA	30,429
Nevada City city, CA	3,112
Nevada County, CA	98,838
New Braunfels city, TX	70,317
New Brighton city, MN	22,440
New Concord village, OH	2,561
New Hope city, MN	20,909
Newport city, RI	24,745
Newport News city, VA	180,775
Newton city, IA	15,085
Niles village, IL	29,823
Noblesville city, IN	59,807
Norcross city, GA	16,474
Norfolk city, NE	24,352
North Mankato city, MN	13,583



North Port city, FL	62,542
North Yarmouth town, ME	3,714
Northglenn city, CO	38,473
Novato city, CA	55,378
Novi city, MI	58,835
O'Fallon city, IL	29,095
Oak Park village, IL	52,229
Oakdale city, MN	27,972
Oklahoma City city, OK	629,191
Olmsted County, MN	151,685
Orland Park village, IL	59,161
Orleans Parish, LA	388,182
Oshkosh city, WI	66,649
Oswego village, IL	33,759
Overland Park city, KS	186,147
Paducah city, KY	24,879
Palm Beach Gardens city, FL	53,119
Palm Coast city, FL	82,356
Palo Alto city, CA	67,082
Palos Verdes Estates city, CA	13,591
Panama City Beach city, FL	12,461
Papillion city, NE	19,478
Paradise Valley town, AZ	13,961
Park City city, UT	8,167
Parker town, CO	51,125
Pasco city, WA	70,607

Pasco County, FL	498,136
Payette city, ID	7,366
Pearland city, TX	113,693
Peoria city, IL	115,424
Pflugerville city, TX	58,013
Philadelphia city, PA	1,569,657
Pinehurst village, NC	15,580
Piqua city, OH	20,793
Pitkin County, CO	17,747
Plano city, TX	281,566
Platte City city, MO	4,867
Pleasant Hill city, IA	9,608
Pleasanton city, CA	79,341
Plymouth city, MN	76,258
Port Orange city, FL	60,315
Port St. Lucie city, FL	178,778
Portage city, MI	48,072
Portland city, OR	630,331
Powell city, OH	12,658
Powhatan County, VA	28,364
Prairie Village city, KS	21,932
Pueblo city, CO	109,122
Purcellville town, VA	9,217
Puyallup city, WA	39,637
Queen Creek town, AZ	33,298
Raleigh city, NC	449,477
Ramsey city, MN	25,853
Raymore city, MO	20,358
Redmond city, OR	28,492

Redmond city, WA	60,712
Redwood City city, CA	84,368
Reno city, NV	239,732
Richfield city, MN	35,993
Richland city, WA	53,991
Richmond city, CA	108,853
Richmond Heights city, MO	8,466
Rio Rancho city, NM	93,317
River Falls city, WI	15,256
Riverside city, CA	321,570
Roanoke city, VA	99,572
Roanoke County, VA	93,419
Rochester city, NY	209,463
Rock Hill city, SC	70,764
Rockville city, MD	66,420
Roeland Park city, KS	6,810
Rohnert Park city, CA	42,305
Rolla city, MO	20,013
Rosemount city, MN	23,474
Rosenberg city, TX	35,867
Roseville city, CA	130,705
Roseville city, MN	35,624
Round Rock city, TX	116,369
Royal Palm Beach village, FL	37,665
Sacramento city, CA	489,650
Sahuarita town, AZ	28,257
Sammamish city, WA	62,877
San Carlos city, CA	29,954

San Diego city, CA	1,390,966
San Francisco city, CA	864,263
San Jose city, CA	1,023,031
San Marcos city, TX	59,935
Sangamon County, IL	198,134
Santa Fe city, NM	82,980
Santa Fe County, NM	147,514
Savage city, MN	30,011
Schaumburg village, IL	74,427
Schertz city, TX	38,199
Scott County, MN	141,463
Scottsdale city, AZ	239,283
Sedona city, AZ	10,246
Sevierville city, TN	16,387
Shakopee city, MN	40,024
Shawnee city, KS	64,840
Shawnee city, OK	30,974
Shoreline city, WA	55,431
Shoreview city, MN	26,432
Shorewood village, IL	16,809
Sierra Vista city, AZ	43,585
Silverton city, OR	9,757
Sioux Falls city, SD	170,401
Skokie village, IL	64,773
Snoqualmie city, WA	12,944
Snowmass Village town, CO	2,827
Somerset town, MA	18,257
South Bend city, IN	101,928

South Jordan city, UT	65,523
South Portland city, ME	25,431
Southlake city, TX	30,090
Spearfish city, SD	11,300
Springville city, UT	32,319
St. Augustine city, FL	13,952
St. Charles city, IL	32,730
St. Cloud city, MN	67,093
St. Croix County, WI	87,142
St. Joseph city, MO	76,819
St. Louis County, MN	200,294
St. Lucie County, FL	298,763
State College borough, PA	42,224
Steamboat Springs city, CO	12,520
Sugar Land city, TX	86,886
Suisun City city, CA	29,280
Summit County, UT	39,731
Sunnyvale city, CA	151,565
Surprise city, AZ	129,534
Suwanee city, GA	18,655
Tacoma city, WA	207,280
Takoma Park city, MD	17,643
Tempe city, AZ	178,339
Temple city, TX	71,795
Texarkana city, TX	37,222
The Woodlands CDP, TX	109,608
Thousand Oaks city, CA	128,909
Tigard city, OR	51,355

Tinley Park village, IL	57,107
Tracy city, CA	87,613
Trinidad CCD, CO	10,819
Tualatin city, OR	27,135
Tulsa city, OK	401,352
Tustin city, CA	80,007
Twin Falls city, ID	47,340
Unalaska city, AK	4,809
University Heights city, OH	13,201
University Park city, TX	24,692
Urbandale city, IA	42,222
Vail town, CO	5,425
Vernon Hills village, IL	26,084
Victoria city, MN	8,679
Vienna town, VA	16,474
Virginia Beach city, VA	450,057
Walnut Creek city, CA	68,516
Warrensburg city, MO	19,890
Washington County, MN	250,979
Washoe County, NV	445,551
Waunakee village, WI	13,284
Wauwatosa city, WI	47,687
Wentzville city, MO	35,768
West Bend city, WI	31,656
West Carrollton city, OH	12,963
West Chester township, OH	62,804
West Des Moines city, IA	62,999
Western Springs village, IL	13,187

Westerville city, OH	38,604
Westlake town, TX	1,006
Westminster city, CO	111,895
Westminster city, MD	18,557
Wheat Ridge city, CO	31,162
White House city, TN	11,107
Wichita city, KS	389,054
Williamsburg city, VA	14,817
Willowbrook village, IL	8,598
Wilmington city, NC	115,261
Wilsonville city, OR	22,789
Windsor town, CO	23,386
Windsor town, CT	29,037
Winter Garden city, FL	40,799
Woodbury city, MN	67,648
Woodinville city, WA	11,675
Wyandotte County, KS	163,227
Wyoming city, MI	75,124
Yakima city, WA	93,182
York County, VA	67,196
Yorktown town, IN	11,200
Yorkville city, IL	18,691
Yountville city, CA	2,978

**Jurisdictions Included in Gilbert****Custom Comparison**

	Total Population (ACS 2017)
Alexandria city, VA	154,710
Arlington city, TX	388,225
Aurora city, CO	357,323
Boise City city, ID	220,859
Cabarrus County, NC	196,716
Cape Coral city, FL	173,679
Cary town, NC	159,715
Charles County, MD	156,021
Charlotte County, FL	173,236
Chattanooga city, TN	176,291
Chesterfield County, VA	335,594
Dakota County, MN	414,655
Des Moines city, IA	214,778
Durham city, NC	257,232
Durham County, NC	300,865
Elk Grove city, CA	166,228
Escambia County, FL	309,924
Fayetteville city, NC	210,324
Fort Collins city, CO	159,150
Fremont city, CA	230,964
Fremont city, CA	230,964
Gilbert town, AZ	232,176
Grand Rapids city, MI	195,355



Henderson city, NV	284,817
Horry County, SC	310,186
Jackson County, MI	158,989
Jefferson Parish, LA	437,038
Kansas City city, KS	151,042
Lakewood city, CO	151,411
Larimer County, CO	330,976
Las Cruces city, NM	101,014
Loudoun County, VA	374,558
Marin County, CA	260,814
Maui County, HI	164,094
McKinney city, TX	164,760
Mesa city, AZ	479,317
Miami city, FL	443,007
Minneapolis city, MN	411,452
Newport News city, VA	180,775
Olmsted County, MN	151,685
Orleans Parish, LA	388,182
Overland Park city, KS	186,147
Overland Park city, KS	186,147
Peoria city, IL	115,424
Plano city, TX	281,566
Plano city, TX	281,566
Port St. Lucie city, FL	178,778
Raleigh city, NC	449,477
Reno city, NV	239,732
Reno city, NV	239,732
Riverside city, CA	321,570
Rochester city, NY	209,463

Sangamon County, IL	198,134
Scottsdale city, AZ	239,283
Sioux Falls city, SD	170,401
St. Louis County, MN	200,294
St. Lucie County, FL	298,763
Sunnyvale city, CA	151,565
Tacoma city, WA	207,280
Tempe city, AZ	178,339
Tulsa city, OK	401,352
Virginia Beach city, VA	450,057
Washington County, MN	250,979
Washoe County, NV	445,551
Wichita city, KS	389,054
Wyandotte County, KS	163,227